COST-SHARED PROJECT
FILE NUMBERS
MAETT VC-1
NLS V1-3

Family Literacy Development
Interim Report

September 1, 1999–February 29, 2000

Prepared By: Jean Rasmussen
Projects Coordinator
Literacy BC

This project was funded by
The Ministry of Advanced Education, Training and Technology
and Human Resources Development Canada - National Literacy Secretariat

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SUMMARY OF NEED FOR ACTIVITY

The family literacy movement in B.C has grown dramatically over the past three years. At the time of application for this project we identified more than 45 family literacy programs/services in B.C. This was an increase of approximately 55% over the previous year. To date we have identified 82 programs and services; this is an increase of almost 60 percent, within a six-month period.

There has been a significant increase in the number of schools, libraries, family resource programs, social service agencies, health boards and government organizations, that have contacted Literacy BC for information, consultation and support regarding family literacy program development, practitioner training and resources. To date, Jean Rasmussen alone has logged more than 200 phone calls and numerous emails specifically about family literacy. These groups are rapidly becoming more aware of the value and benefits of family literacy programs and services, and are looking for leadership, partnership and direction. Many of those calling have expressed a desire to work more closely with Literacy BC. Through networking and coordination of literacy services we have developed many new "friends" of family literacy in the province. However, this has increased the demands on Literacy BC for consultation, support, training and coordination of services.

It is essential that Literacy BC continues to provide support and leadership to family literacy programs and services, and to our new "friends" and partners in order to ensure that family literacy becomes well established and well supported in the province.

Although we are only half way through this project year, the activities and impacts to date have been numerous. Literacy BC's Family Literacy Day/Week campaign was so successful in terms of raising awareness and building capacity for family literacy in our province that we can barely keep up with the requests for information, resources, funding, and offers of partnerships for next year's events.

Gordon Campbell, Leader of the Official Opposition, sent a letter of thanks for being invited to participate in the Family Literacy Day breakfast saying, "I'm a big fan of the contribution Literacy BC makes to communities throughout the province and to people's lives". He strongly encourages us to contact Gordon Hogg, their Education critic, "if you have suggestions for our policy discussions". (See Appendix 1 for a copy of Mr. Gordon's letter and all documents pertaining to Family Literacy Day/Week)

This interim report will document the work accomplished between September 6, 1999 and February 12, 2000, in the following areas of family literacy: **program support and development, professional development, and partnership building.** It will give a detailed account of the activities, successes of Family Literacy Day/Week 2000 in B.C, specifically the events that took place in the Lower Mainland. It will also provide a brief report on Literacy BC's involvement with family literacy initiatives at the national and international levels.

OBJECTIVES OF ACTIVITIES, AND OUTCOMES

A. Program Support and Development

The following six objectives were identified as key areas under this heading.

1. To build capacity in the urban areas for family literacy program development through coordination of services and networking.

The following are examples of the type of support we provided to build capacity for family literacy in the Lower Mainland. More than 50 representatives from schools in the province contacted Literacy BC between September 1999 and February 2000.

❖ **Grandview Elementary School** (East Vancouver)

This is a very progressive school that sees itself as a resource to the community. The administration, teachers and staff are committed to supporting the literacy development and well being of the children and parents who attend the school. 50% of the students in the school are First Nations. 30% of the families do not have telephones. Grandview has been very successful raising funds for programs such as Open Court (a reading program for children at risk of academic failure), Read Well, the Variety Learning Centre, and the Grandview Terrace Pre-School for children at risk. They are a location for the Hastings Adult Learning Centre, Vancouver School District. The CBC recently produced a documentary on the great work being done at this school.

This is the second year that Literacy BC has provided Grandview with information and support around family literacy development. Building on the relationship established in January 1999, Grandview school invited Jean Rasmussen to participate in a series of information sessions and consultations with a number of staff and supporters of literacy. The school was looking for guidance as to the next steps.

On November 2, 1999, Jock Macdonald, Principal of Grandview School met with Jean Rasmussen to discuss the possibility of developing a learning alliance in their community to encourage greater participation and support from the various organizations and programs within the school's catchment area. Literacy BC provided them with the support and assistance they needed and suggestions of possible facilitators. The first meeting of the alliance took place on November 23rd.

Jean Rasmussen, several Grandview School staff, and representatives from Vancouver Community College met to discuss the possibility of applying for a CSP grant to develop a family literacy program with a First Nations focus, using the school's garden project as a focal point. Subsequent meetings have taken place and an application will be submitted for funding.

❖ **Lord Roberts Annex Elementary School** (West End Vancouver)

Jean Rasmussen met with Greg Barnes, Vice Principal of Lord Roberts Annex School and two parents regarding information about the work of Literacy BC, funding opportunities and family literacy development. Lord Roberts Annex is a pilot school for an early literacy program being developed at UBC in the teachers education program. The school has two reading recovery teachers, a home reading program, and classroom libraries. Literacy BC provided them with support and suggestions for getting parents more involved in their children's learning, and encouraging home involvement in literacy activities. We assisted them in promoting Family Literacy Day/Week. We also provided materials, resources, and children's books (donated by Scholastic Books), for their classroom libraries, and a list of possible funders which included the Starbucks Foundation, Chapters Books, Van City Credit Union, the Vancouver Foundation, and CSP grants.

❖ **Vancouver School Board**

Jean Rasmussen met with Jean Fowler, Speech and Language Pathologist at the Vancouver School Board four times over the fall to assist in the development of a CSP proposal for a training manual and workshops for family literacy practitioners around child, language and literacy development. Jean Fowler attended the 1999 Family Literacy Institute in July, where she spoke with family literacy practitioners who expressed interest in this type of training. An application for CSP funding will be submitted.

❖ **The Vancouver School Board - Inner-city Resource Teachers Project**

Jean Rasmussen was asked by the Grizzlies Foundation to make contact with Vancouver inner city schools to determine their interest in having the Grizzlies Spinoza Bear as a tool for developing reading skills. The initial information and planning meeting was held at Lord Selkirk School with Liz Kloepper and Alva Jenson. We attended three subsequent meetings, which included resource teachers from 10 inner city schools. A two-phase project was developed (See Appendix 2 for more details).

❖ **Vancouver Public Library Parenting and Early Literacy projects**

(Man in the Moon & Mother Goose Programs)

We provided consultation and support regarding the application for the Man in the Moon project, resources and books (donated by Scholastic Books) for these programs.

2. To identify and provide support to new family literacy initiatives through consultation, resources and training workshops.

Consultation/Resources

The following are highlights of activity:

- **September 7, 1999** - Telephone meeting with Pat Buckland – Homespun –Oliver, Okanagan. Their family literacy program received $1,000 from the local Canada Post Heritage group.
- **September 10, 1999** – Telephone planning meeting with Bonnie Sloat, LBC Board member. Bonnie met with schools in her area regarding family literacy. We will work together over the next year to raise awareness and provide support for schools that are interested in developing family literacy programs and/or services.
  We sent five family literacy information packages and three FLSI Final Reports for Bonnie to distribute.
- **October 19** – Telephone consultation with Janet Scott of the Cowichan Family Literacy program regarding resources and support in developing the program. (See Appendix 3 for correspondence)
- **October 26** – Telephone consultation with Pam Richards, a Kamloops School District Resource teacher for First Nations children regarding an early development program called "The Two Year Old Birthday Party", which supports children and parents through a playtime and parenting sessions. They are exploring the possibilities for funding for the birthday party kits ($7,000). We suggested she contact Linda Cooney, and send us a one-page summary of their program for our directory.
- **October 26** – Telephone consultation with Pam Runkle from Half Moon Bay Community School. We sent 300 Starbucks rack cards, 300 Literacy BC rack cards, and 300 Take Five and Read bookmarks. They have a literacy committee that is developing a strategy for encouraging families to read together and would like to call on us in the future for support and guidance.

- **October 26** - Telephone consultation with Jane Gray from the Vanderhoof Public Library about family literacy development. We sent 200 Starbucks rack cards.
- **October 26** - Telephone consultation with Cathy Findley from Langley Family Services. We provided information about family literacy.
- **October 29** –Visited the Families in Motion program located in the Chilliwack Family Place Centre. Met with Vicki Grieve, Janet Skulsky and staff form the centre. Provided consultation around partnership development and funding.
- **December 2** – Met with the B.C. Association for Resource Programs Advisory Committee.
- **December 9** - Telephone consultation with Eric McMahon, Acting Director, Cowichan Adult Learning Centre regarding their family literacy program.
- **January 11, 2000**– Vancouver Inner City Resource Teachers meeting regarding Family Literacy Week – Read Together event

Training

October 29 - Jean Rasmussen attended the University College of the Fraser Valley (Abbottsford) meeting regarding family literacy on-line training with Vicki Grieve and Wendy Watson.

3. To continue to build the provincial family literacy resource collection and provide on loan access.

- More than 50 resources have been added to the family literacy collection.. Most of these were donated by various organizations, as a result of outreach work by Jean Rasmussen.

4. To continue to moderate and facilitate the family literacy on-line network.

- Regular updates of relevant information, research and upcoming events were posted on the Hub and also mailed to family literacy program contacts listed in the BC Family Literacy Directory of Programs and Services (See Appendix 4 for examples of on-line support).

5. To further develop the family literacy electronic conference to include family literacy practitioners in Manitoba, Saskatchewan, and the Yukon, on a cost recovery basis, and Alberta and the NWT through the existing electronic gateways.

- This objective will be addressed pending funding for the E-Northwest Regional Conferencing initiative.

6. To improve and enhance electronic conferencing services by bringing on-line guests with an expertise in family literacy from other regions in Canada.

- Since September, the family literacy conference has primarily been used as a bulletin board for:
  - Posting information and articles relevant to family literacy such as the Globe & Mail *Family Matters* series (see Appendix 5 for an example).
  - Opportunities for funding (e.g. Honda Space Odyssey Car Play Kit fund).
  - Literacy BC updates.
  - Sharing family literacy news at the provincial and national level (e.g. Family Literacy Day/Week 2000).

  The response to using the conference as a bulletin board has been very positive. We received numerous calls and emails from literacy practitioners to say that they appreciated the format of the conference and the information posted, "I can go into the conference, download what I want and feel I am staying up to date in family literacy."

- To date we have not had on-line guest facilitators in this conference. There are not enough family literacy practitioners with Hub IDs to sustain this form of communication. This is partly due to the $100 cost of purchasing an ID, and also many practitioners have said they do not have the time to communicate in this manner.

B. Professional Development

1. To provide support to existing family literacy programs/services in their local communities through consultation, and training in the areas of partnership building and community development; with a focus on the 13 family literacy programs entering their second year of CSP funding.

- (See Appendix 6 for the East West Kootenay Alliance for Family Literacy application and report. Literacy BC provided the consultative and financial support for this initiative.)

2. To provide workshops to existing and new family literacy programs/services in the areas of research, program development and design, and evaluation.

- Literacy BC, in partnership with the Vancouver Public Library and the Vancouver School Board, designed and delivered a one day workshop on early brain development, literacy and population health with Dr. Clyde Hertzman, and parenting and family literacy program development, with a focus on integrating early brain research into practice. More than 100 participants - adult educators, teachers, children's librarians, front line workers in health and social services - attended the training on January 25, 2000, as part of Family Literacy Week 2000.

C. Partnership Building

1. **To build partnerships at the provincial level with family literacy's natural allies and partners.**

- **Ongoing**
  Literacy BC is a member of the First Call - Spotlight on Children and Youth Campaign Evaluation and Advisory Committees. First Call membership is made up of more than 50 organizations with an interest in children, youth and families. Literacy BC is taking part in a two-year evaluation of this campaign. This will include two face to face meetings a year and periodic review of materials. The evaluation committee will give support and advice regarding the evaluation process and outcomes. A final report will be produced at the end of the campaign. We attend regular, monthly advisory committee meetings.
- **November 1-** Jean Rasmussen consulted with Peter Owens, Department Head – Communications, British Columbia Teachers Federation (BCTF). As a result a representative from the BCTF attended the Family literacy Day Kick-off breakfast and would like to develop closer ties with Literacy BC.
- **November 18 – Starbucks Coffee Co. –** Planning meeting for Family Literacy Day/Week
- **November 24** – Jean Rasmussen attended a United Native Nations (UNN) meeting regarding partnering in Family Literacy week and family literacy development in B.C. We were informed there are 168,000 status Indians in B.C. 42,000 live on reserves – 48% of the 42,000 are single parent mothers. Out of 600 aboriginal students in Vancouver only 40 graduated (Aboriginal Peoples Survey – Stats Canada). UNN has a GED program on site (12-15 students). There are 27 separate native nations in B.C.
- **December 2** – B.C. Association for Resource Programs Advisory Committee meeting.
- **December 6** – B.C. Council for Families meeting regarding partnership building and their involvement in the Centres of Excellence proposal for B.C.

- **December 8 -** First Call Advisory Committee meeting. Focus of this meeting was to discuss the letter of intent for the Centres of Excellence project.
- **December 21** – Meeting with Honda Dealers in Vancouver to present an award for their contribution to family literacy.
- **January 13** – Scholastic Books meeting re: donations and Family Literacy Week
- **February 9** – International Dyslexia Association/Adult Learning Disabilities Association CSP planning meeting

Family Literacy Day/Week 2000

Family Literacy Week 2000 in B.C proved to be a wonderful opportunity for partnership building and raising awareness. **(See Appendix 1 for documents pertaining to Family Literacy Week 2000. Examples of correspondence are included)**

Preliminary Summary of Events

- **The government of BC** proclaimed January 27, 2000 Family Literacy Day in B.C.

The following events were co-sponsored by Literacy BC, the Vancouver Public Library, the Vancouver School Board and the Windows of Opportunity for Vancouver's Children and Youth.

- **More than 40 mayors** proclaimed January 27, 2000 Family Literacy Day in their cities and towns.
- **Literacy BC** distributed $15,000 to more than 20 Family Literacy Programs in B.C.

These funds were raised and donated by Honda Canada through their 1999 Space Odyssey Car Play Kit program.

Tuesday, January 25th

Vancouver Public Library, Central Branch, Alma Van Dusen & Peter Kaye Rooms, Lower level

- **Early Brain Development and Population Health -** Clyde Hertzman
- **Early Literacy Program Development: Theory into Practice -** Mary Gordon

More than 100 people attended these workshops

Wednesday, January 26th

Vancouver School Board, 1580 West Broadway, Room 400

- **Early Development Indicator**: Readiness to Learn (two sessions)
- **Roots of Empathy** (two sessions)

All sessions were full

Thursday, January 27th

Vancouver Public Library – Central Branch, 7th Floor Board Room

- **Family Literacy Day 2000 "Breakfast of Champions"**

This event brought together more than 70 key representatives from government, business, labour, unions, education and community organizations. The following speakers gave short presentations on the work they are doing as it relates to families and literacy:

Carol Matusicky, Executive Director, B.C. Council for Families
Max Cynader, Director, Brain and Spinal Cord Research Centre (Vancouver Hospital & Health Sciences Centre and The University of British Columbia)
Mary Gordon, Administrator, Parent and Family Literacy Programs, Toronto District School Board.

❖ **Celebrating Families & Learning: An Evening with Mary Gordon**
More than 40 people attended this event

Vancouver/Richmond Health Board – 2610 Victoria Drive
❖ **Roots of Empathy** (one session)

Friday, January 28th
Vancouver School Board 1580 West Broadway, Room 400
❖ **Early Development Indicator**: Readiness to Learn (two sessions)

Saturday, January 29th
Vancouver Public Library, Central Branch, Alice McKay Room, lower level
❖ **Read Together Day** - Dr. Janet Taylor, from the Grizzlies Foundation presented 50 "Spinoza Bears" to the children, parents and teachers of 10 inner city schools. Storytellers, musicians and a picnic lunch made for a wonderful day. Literacy BC was on hand to welcome Dr. Taylor. This event brought together more than 300 inner city parents and children.

Other activities that happened over the week.....

❖ **The National Family Literacy Directory** was launched Canada wide online January 27, 2000, at www.nald.ca/famlit/. Literacy BC posted **82** family literacy programs and services in the directory.
❖ Pacific Press, The Globe and Mail, Global TV, Business in Vancouver, BCIT, CKNX, BCTV, CKNW, Am 1040, VTV, CBC TV & radio, KISS FM, received media Kits and breakfast invitations.
❖ Information was posted on BCLA Listserv
❖ Information posted was on Literacy BC's FirstClass conferencing system.
❖ Information posted was on NALD.
❖ Information posted was on BCTF Listserv, and faxed to all schools.
❖ **Starbucks** provided coffee and refreshments at most of the events, and catered the Family Literacy Day Breakfast. Many of the 103 Starbucks stores across the province participated in family literacy activities in their local cities and towns.
❖ **Two articles** appeared in the Vancouver Sun (See Appendix 7 for copies)
❖ **CBC, CKWX and CFML,** and representatives from the Vancouver Sun attended the Breakfast of Champions on January 27th. Radio interviews took place following the breakfast.
❖ **The Grizzlies Woodland Creatures** – puppets with charm, were "on hand" at various branches of the Vancouver Public Library. Local VPL branches held regular **Story Time** events with the puppets.
❖ In **Golden,** students in local elementary and secondary school classes were encouraged to read a story for 15 minutes on January 27th.
❖ In **Dawson Creek,** the public library held an Open House where Mayor Blair Lekstrom read the Dawson Creek Family Literacy Day Proclamation. The evening featured stories, poetry, music and refreshments.
❖ In **Fraser Lake,** a **Walk for Literacy** around Fraser Lake was organized to raise money to buy books for local libraries.

Information packages were mailed to the following:
BC Mayors = **83**
MLAs = **100**
MPs = **35**
Honda Dealers in BC, and Head-office = **33**
Starbucks Stores, Head-office and Foundation= **106**
Family Literacy Programs in BC= **82**
Other Literacy Programs = **48**
Regional Coordinators = **10**
Literacy BC Board of Directors = **15**
Provincial Family Literacy Advisory Group = **14**
School Districts- Deans and Directors = **18**
College Fundamental Programs = **17**
The Grizzlies Foundation = **3**
Principals & Vice Principals Assoc.=**4**
BCTF = **2**

In addition to the above, information packages were mailed to representatives in business, labour, unions, libraries, social service organizations, health boards, and schools and universities, across B.C.

- More than **900** information packages were sent out in December and January 2000.
- More than **300** information packages and invitations to the breakfast were faxed to various organizations, programs, business, labour, and government representatives.
- More than **14,000 ABC CANADA Family Literacy Day** promotional materials (brochures, posters, bookmarks, and stickers) were distributed.

Partners/supporters/sponsors of Family Literacy Day/Week were:
Literacy BC; the Vancouver Public Library; the Vancouver School Board; ABC CANADA, Honda Canada; Starbucks Coffee Company; the Grizzlies Foundation; the Ministry of Advanced Education, Training and Technology; the National Literacy Secretariat; the Maytree Foundation; Windows of Opportunity for Vancouver's Children and Youth; Scholastic Books; and the Youth Community Action Program Students - Capilano College.
(Letters of appreciation are included in Appendix 8)

2. To develop stronger ties with schools and the Ministry of Education in order to coordinate services and develop mutual strategies to advance the issue of family literacy in B.C.
We had several meetings over the fall with representatives from the partnership branch of the Ministry of Education, Doug Moss, Carine Green, Chris Gudgeon. There is a great interest on their part to develop closer ties with the work Literacy BC is doing in family literacy development. A meeting is planned for some time in March to further this discussion

3. To continue to work with and support the Provincial Family Literacy Working Group in the areas of leadership, training, and research, including planning and facilitating one face to face meeting in Vancouver.
A separate report documenting the activities of this group, as well as the completed *BC Framework of Best Practices in Family Literacy* will been sent at a later date

4. To raise awareness and support for family literacy development in B.C. with all appropriate provincial ministries.
Numerous contacts were made with *all* government ministries regarding their support and participation in Family Literacy Day/Week 2000. This type of event provides us with a tremendous opportunity to inform, raise awareness around the issues, and build partnerships across ministries. The MLAs and local government officials who attended the breakfast had the opportunity to listen to key messages regarding families and learning, as well as share their personal experiences with the challenges of low literacy skills. As you will see from the breakfast guest list included in Appendix 1, government participation was impressive.

5. To gain support in the private sector for family literacy development in B.C. (Grizzlies, Starbucks, and other corporations).
The Grizzlies Foundation and Starbucks have been very involved in family literacy development this fall. We are currently in dialogue with a number of other corporations who have expressed an interest in family literacy. Representatives from these corporations attended the Family Literacy Day breakfast, and their response to the breakfast has been very positive.

Literacy BC Activities at the National and International Levels
National
❖ **National Family Literacy Steering Committee**
A preliminary "steering committee" met in Charlottetown, P.E.I, at the Atlantic Provinces Family Literacy Policy Development Institute in November 1999, and has had one subsequent conference call in January.

Jean Rasmussen will attend a national family literacy-planning meeting in Ottawa in March 2000. The purpose of this meeting is to bring together key representatives in the family literacy movement, from a number of provinces that have expressed an interest in developing a national strategy for family literacy.

❖ **National On-line Family Literacy Directory of Programs and Services on NALD**
A survey was sent to all family literacy programs and services in the *BC Directory of Programs and Services* - to date we have received 16 completed surveys (See Appendix 9 for an example of a completed survey). Jean Rasmussen will manage the B.C. on-line directory. To date we have posted 82 programs and/or services.

❖ **Atlantic Provinces Family Literacy Policy Development Institute, Charlottetown, P.E.I**
Jean Rasmussen provided consultation, resources and support to Institute planners, and attended the Institute. Institute planners told us they shaped their Institute on the BC 1999 Family Literacy Summer Institute.

International
❖ **National Centre for Family Literacy (NCFL), Kentucky, U.S.A**
Jean Rasmussen was in contact with the centre several times over the fall regarding information on family literacy policy development, practitioner training and funding opportunities in the

United States. At their request, we sent an information package, FirstClass HUB application and our directory of family literacy programs and services, to the NCFL.

Next Steps

Our plans for the remaining months of this project will be to:

- Continue to provide support, consultation, information and resources to new and existing family literacy programs and practitioners
- Build on the emerging partnerships with government, business and community organizations at the local, provincial and national levels.
- Host a Family Literacy Day/Week debriefing meeting with our partners in early March, and begin planning for Family Literacy Day/Week 2001
- Work more closely with the Family Literacy Working Group on-line
- Complete the *BC Framework of Best Practices in Family Literacy*

A report covering the activities from March to August 2000 will be submitted on completion of this project.

Appendix 1

OFFICE OF THE LEADER OF THE OFFICIAL OPPOSITION

Suite 520, 475 West Georgia Street, Vancouver, B.C. V6B 4M9
Telephone: (604) 775-1000 Fax: (604) 775-1015

January 18, 2000

Paul Gallagher, President
Literacy BC
601-510 West Hastings Street
Vancouver, BC V6B 1L8

Dear Mr. Gallagher:

Thank you for the invitation to attend Literacy BC's Family Literacy Day 2000 Breakfast to be held on January 27th, 2000 in Vancouver.

I have been a strong proponent of Literacy BC's efforts in promoting and supporting literacy activities in BC. I would be pleased to attend this worthy event. If you have any questions, please don't hesitate to contact my assistant Lara Dauphinee. She can be reached at (604) 775-1000.

Thank you again for the invitation. I look forward to seeing you on January 27th.

Sincerely,

GORDON CAMPBELL, MLA
Leader of the Official Opposition

cc: Gordon Hogg, MLA and Education Critic

OFFICE OF THE LEADER OF THE OFFICIAL OPPOSITION

Suite 520, 475 West Georgia Street, Vancouver, B.C. V6B 4M9
Telephone: (604) 775-1000 Fax: (604) 775-1015

January 31, 2000

Paul Gallagher, President
Literacy BC
601 – 510 West Hastings Street
Vancouver, B.C. V6B 1L8

Dear Mr. Gallagher:

Thank you for inviting me to attend the Family Literacy Day 2000. As a former educator and avid reader, I'm a big fan of the contribution you make to communities throughout the province and to people's lives. Literacy opens so many doors for people that would otherwise remain closed.

I strongly encourage you to contact Gordon Hogg, our Education Critic, if you have suggestions for our policy discussions. Mr. Hogg can be reached at (604) 542-0388 or by email at gordon.hogg.mla@leg.bc.ca.

I can be reached through my Assistant, Lara Dauphinee, at (604) 775-1000 or by email at gordon.campbell.mla@leg.bc.ca.

Sincerely,

GORDON CAMPBELL, MLA
Leader of the Official Opposition

Cc: Gordon Hogg, MLA

RECEIVED FEB - 3 2000

BRITISH COLUMBIA

January 21, 2000

BY FAX: (604) 684-8520

Mr. Paul Gallagher
President
Literacy BC
601 - 510 West Hastings Street
Vancouver, British Columbia
V6B 1L8

Dear Mr. Gallagher:

Further to my letter of January 5, 2000, I wish to acknowledge and thank you for your kind letter asking the Premier to attend the breakfast for Family Literacy Day, taking place in Vancouver on January 27, 2000.

The Premier has asked me to respond to your letter and regrets that he is unable to attend. Please note, your request was given full consideration and the Premier appreciates your interest. However, the Premier is very pleased the Honourable Jim Doyle, Minister of Municipal Affairs, will attend on his behalf. For further information regarding Minister Doyle's attendance, please contact his Administrative Coordinator, Ms. Joanne Banfield at (250) 387-3602.

Again, thank you for writing.

Sincerely,

Eric Burkle
Director of Scheduling
and Special Events

cc: Ms. Joanne Banfield
Administrative Coordinator

Office of the Premier

Mailing Address:
PO Box 9041 Stn Prov Govt
Victoria BC V8W 9E1

Location:
Parliament Buildings
Victoria

Human Resources Development Canada
Développement des ressources humaines Canada

Director General
British Columbia and
Yukon Territory Region

Directeur général
Région de la
Colombie-Britannique et du Yukon

14th Floor
300 West Georgia Street
Vancouver, B.C.
V6B 6G3

January 11, 2000

Mr. Paul Gallagher
Literacy BC
#601 - 510 West Hastings Street
Vancouver BC V6B 1L8

Dear Mr. Gallagher

Thank you for the invitation to attend the Family Literacy Day breakfast at the Vancouver Public Library on January 27, 2000. I am pleased to accept your invitiation and will do my best to attend.

Our National Literacy Secretariat provides approximately $1million in grant funding in the BC/Yukon Region. We work in partnership, on some cost shared programs, with the Ministry of Advanced Education, Training and Technology, and there are many innovative projects that provide awareness and help support literacy in BC.

The breakfast will provide an excellent opportunity to meet the key representatives from all the organizations whom have a vested interest in families and literacy.

Yours truly,

W.D. Gardner

Canada

BRITISH COLUMBIA

January 5, 2000

Paul Gallagher
President
Literacy BC
601 - 510 West Hastings Street
Vancouver, British Columbia
V6B 1L8

Dear Mr. Gallagher:

Thank you for your letter of December 22, 1999 addressed to the Minister of Health and Minister Responsible for Seniors, the Honourable Penny Priddy.

Unfortunately, due to a prior commitment, Minister Priddy has asked that I convey her regrets at not being able to attend the Family Literacy Day breakfast taking place in Vancouver on January 27, 2000

Again, thank you for writing, and best wishes for a successful event.

Sincerely,

Christine Coates
Administrative Coordinator

Ministry of Health and
Ministry Responsible
for Seniors

Office of the Minister

Mailing Address:
Parliament Buildings
Victoria BC V8V 1X4

BRITISH COLUMBIA

January 5, 2000

Paul Gallagher
President
Literacy BC
601 - 510 West Hastings Street
Vancouver, British Columbia
V6B 1L8

Dear Paul Gallagher:

Thank you for your letter of December 22, 1999, inviting me to participate in the Family Literacy Day kick-off, taking place January 27, 2000.

Unfortunately, due to demands on my schedule, I regret that I will be unable to attend the Vancouver event. However, I would like to extend my best wishes for an enjoyable and successful event.

Yours sincerely,

Helmut Giesbrecht
Minister

RECEIVED JAN 7 2000

Minister
Responsible for
the Public Service

Location:
Parliament Buildings
Victoria BC V8V 1X4

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HOUSE OF COMMONS
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JOHN REYNOLDS, M.P.
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Phone: 604-666-1229
Fax: 604-666-1226
Toll free: 1-800-665-6004

January 21, 2000

Mr. Paul Gallagher,
President,
Literacy B. C.,
601-510 West Hastings Street,
Vancouver, British Columbia.

Dear Mr. Gallagher,

Thank you for your invitation to attend the Family Literacy Day 2000 Breakfast along with the events during January 24 to January 29.

Unfortunately I will not be able to attend due to a Conference in Ottawa that has been planned for some time now. However, I am sure the week's activities will strengthen and promote the need for family literacy and I wish you and your planning team much success.

Sincerely,

John Reynolds, MP
West Vancouver-Sunshine Coast

LiteracyBC

October 7, 1999

Ms. Christine A. Featherstone
Executive Director
ABC CANADA
333 King Street East, 3rd Floor
Toronto, Ontario M5A 4N2

Mr. Jim Miller
Senior Vice President, Automobile, Sales and Marketing
Honda Canada Inc.
715 Milnern Avenue
Scarborough, Ontario M1B 1K8

Dear Ms. Featherstone and Mr. Miller:

As you know, an emerging development in the field of adult literacy is the increasing focus on family literacy. Over the past year, there has been a 55% increase in family literacy programs and services in BC, and the numbers are climbing. At present there are more than 50 family literacy programs and services throughout the province. While family literacy programs provide excellent opportunities for children and families, they can not do this isolation - there is a need for more concrete support and greater awareness on the part of the general public. It is because of the efforts of partnerships such as ABC CANADA and Honda Canada that opportunities are created and "real" support is provided. And in the end, this is what matters.

On behalf of family literacy programs and services in BC, we would like to extend our gratitude for your generous contribution, and commend you on your exemplary efforts over the past year. Your nation-wide advocacy campaign to promote awareness of family literacy did just that. Let us share with you some of the provincial benefits of this kind of partnership.

- First of all, more than 40 mayors in BC, including the mayor of Vancouver, Philip W. Owen, proclaimed January 27, 1999, Family Literacy Day in BC. This was the first time mayors in this province came together to support this type of literacy initiative. Many family literacy programs invited their mayor and a representative from the local Honda dealer to breakfast on this special day.

- Family literacy programs, Honda dealerships, Starbucks Coffee Company stores and the mayors in cities in BC were provided with contact information about each other. This linking was designed to raise awareness and create partnerships and support at the local level, and from the feedback we received, it was a success. (Please refer to Appendix A for a sample contact list)

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm
Federal Charities Number: 12846-0334-RR0001

- Family Literacy programs/coordinators/practitioners and families expressed a sense of pride in being part of "something bigger" and are already in the process of developing activities and creating more partnerships for Family Literacy Day 2000.

- Having this special day to celebrate families and learning is a very important and powerful community development tool and a great way to get the message out. Partnerships between government ministries (Children and Families, Health, and Education), schools, teachers, community organizations and families were enriched and strengthened as a result, at the provincial and regional levels.

- Lower Mainland Honda dealerships were invited to celebrate at a pre Family Literacy Day 1999 gala event hosted by the Starbucks Coffee Company on January 26. The Mayor of West Vancouver helped kick off the celebration.

- Honda dealerships in BC were sent a family literacy information kit, and our Provincial Family Literacy Coordinator, Jean Rasmussen, contacted all 30 dealerships in advance of January 27, encouraging them to get in touch with their local family literacy program. The same was done with family literacy coordinators and programs, and Starbucks. The foundation for Family Literacy Day 2000 is now in place, and we will be contacting dealerships, programs and Starbucks partners in the near future.

As you can see from the above activities your support and vision for communities coming together to celebrate on a very special day, around a very important issue worked. You really made a difference in the families and communities in BC

Provincial Strategy for Distribution of Car Play Kit Program Funds
The money received from the Honda Car Play Kit program will be distributed to family literacy programs and services in BC over the next few months. Criteria will be set and eligible programs will be asked to submit an application and program description, which will include how they plan to utilize the funds. A final report will be expected from all successful applicants. ABC CANADA and Honda Canada will receive copies of these reports.

In closing, we would like to stress how valuable your generous support and gift is to the ongoing development and sustainability of family literacy initiatives in BC. The fine work that is being done in family literacy in this province has been augmented and enriched by the creation of partnerships such as yours. Thank you for the commitment and leadership you have shown.

Sincerely,

Linda Mitchell
Executive Director

LiteracyBC

December 22, 1999

Honourable Gordon Wilson
Minister of Education
Parliament Buildings - Room 310
PO Box 9045, STN PROV GOVT
Victoria, B.C. V8W 9E2

Dear Minister Wilson:

Re: January 27, 2000 - Family Literacy Day in B.C.

Premier Dan Miller and the government of British Columbia have proclaimed **Thursday, January 27, 2000 Family Literacy Day** in B.C. (please see attached proclamation).

This is part of a national effort to increase awareness of family literacy in every province, territory and municipality in Canada. Last year more than 40 mayors in cities, towns and municipalities across B.C. declared January 27, 1999 the first ever **Family Literacy Day** in our province. On this day, there were numerous public events across British Columbia and Canada in support of family literacy.

We invite you to "kick-off" the celebration by attending a **Family Literacy Day** breakfast at the Vancouver Public Library on that day. Your presence at this breakfast would send a strong message to British Columbians about the importance your ministry places on families and learning in our province.

Key representatives from school districts, advocacy groups, business, labour, unions and organizations with a vested interest in families will attend the breakfast. Invitations have also been extended to other members of the government (please see attached list).

The following people have been invited to give short presentations at the breakfast:

- Carol Matusicky, Executive Director, B.C. Council for Families
- Mary Gordon, Administrator, Parent and Family Literacy Programs, Toronto District School Board
- Max Cynader, Director, Brain and Spinal Cord Research Centre, University of British Columbia

.../2

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

In addition to the breakfast, Literacy B.C. - in partnership with the Vancouver Public Library, the Vancouver School Board, and other community organizations and agencies - will host a weeklong celebration of families and learning, January 24th to January 29th, 2000.

A focus on family literacy is an important new dimension of the literacy movement in Canada. To date, the movement has paid particular attention to remedial work with adults. Family literacy emphasizes early intervention and prevention with children, at the same time creating opportunities for children and parents to learn together. A growing body of research indicates a strong literacy correlation between parent and child. The educational background of the parent influences the child's initial study habits, and in the pre-school years, parents can have a powerful influence on the reading ability of their children. The more literate a parent or primary caregiver becomes, the more able they are to provide a home environment that effectively supports the child's educational development and well-being. Academic success is not determined by socio-economic status, but rather by what parents do to help their children learn.

There is no single definition or model of family literacy. A rich mixture of programs and services exist in diverse settings and respond to the needs of the families and communities they serve. To date, there are more than 50 family literacy programs and services in British Columbia, and the numbers are growing. Family literacy programs help establish and entrench the value of literacy in every family, by helping parents and educators understand that the home is the child's first learning environment and the parent or primary care-giver is the child's first and most influential teacher.

You are well aware of the economic, social and personal consequences of low levels of literacy, especially in this emerging knowledge-based world. However, many people are not. That is why we urge you to help develop a culture of lifelong learning in our province and throughout Canada, by attending the **Family Literacy Day** breakfast in Vancouver.

We would be happy to provide your office with additional information to assist you in helping to increase awareness of family literacy on this special day.

In closing, we would like to thank Premier Dan Miller and the government of British Columbia for their interest and demonstrated commitment to further developing a culture of lifelong learning in B.C.. We look forward to hearing from you regarding your attendance at the **Family Literacy Day** breakfast.

Sincerely,

Paul Gallagher
President

LiteracyBC

B.C. Government Invitation List:
Ujjal Dosanjh, Attorney General
Andrew Petter, Minster of Advanced Education
Gordon Wilson, Minster of Education
Lois Boone, Minister for Children and Families
Penny Priddy, Minister of Health
Dale Lovick, Minister of Aboriginal Affairs
Moe Sihota, Minister of Social Development and Economic Security
Jan Pullinger, Minister for Community Development, Cooperatives and Volunteers
Mike Farnworth, Minister of Employment and Investment
Corky Evans, Minister of Agriculture and Food
Joan Sawicki, Minister of Environment, Lands and Parks
Paul Ramsey, Minister of Finance and Corporate Relations
Dennis Streifel, Minister of Fisheries
David Zirnhelt, Minister of Forests
Joan Smallwood, Minister of Labour
Jim Doyle, Minister of Municipal Affairs
Helmut Giesbrecht, Minister of Public Service
Ian Waddell, Minister of Small Business, Tourism and Culture
Jenny Kwan, Minister of Women's Equality

Invitations have also been sent to the following people:
Philip Owen, Mayor of Vancouver
Bill Gardner, Director General, Human Resources Development Canada, B.C./Yukon Region
Dr. Perry Kendall, Provincial Health Officer
Joyce Preston, Advocate for Children, Youth and Families
Audrey Thomas, Education Officer, MAETT
Yvette Souque, Program Consultant, HRDC, National Literacy Secretariat
Paul Pallen, Children's Commissioner

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Federal Charities Number: 128416-0331-RR0001

Honourable Dan Miller, Premier
Parliament Buildings - Room 156, West Annex
PO Box 9041, STN PROV GOVT
Victoria, B.C.
V8W 9E1

Honourable Dale Lovick
Minister of Aboriginal Affairs
Parliament Buildings - Room 325
PO Box 9042, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Andrew Petter
Minister of Advanced Education, Training & Technology
Parliament Buildings - Room 301
PO Box 9059, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Renee Saklikar
Director
Youth Office
Ministry of Advanced Education, Training & Technology
5138 Joyce Street
Vancouver, B.C.
V5R 4G8

Honourable Corky Evans
Minister of Agriculture and Food
Parliament Buildings - Room 346
PO Box 9043, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Ujjal Dosanjh
Attorney General and
Minister Responsible for
Parliament Buildings - Room 232
PO Box 9044, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Lois Boone
Deputy Premier and
Minister of Children and Families
Parliament Buildings - Room 028
PO Box 9057, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Jan Pullinger
Minister of Community Development, Cooperatives & Volunteers
Parliament Buildings - Room 137
PO Box 9058, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Gordon Wilson
Minister of Education
Parliament Buildings - Room 310
PO Box 9045, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Mike Farnworth
Minister of Employment and Investment
Parliament Buildings - Room 124
PO Box 9046, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Joan Sawicki
Minister of Environment, Lands and Parks
Parliament Buildings - Room 337
PO Box 9047, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Paul Ramsey
Minister of Finance and Corporate Relations
Parliament Buildings - Room 248
PO Box 9048, STN PROV GOVT
Victoria, B.C.
V8W 9V1

Honourable Dennis Streifel
Minister of Fisheries
Parliament Buildings - Room 134
PO Box 9061, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable David Zirnhelt
Minister of Forests
Parliament Buildings - Room 128
PO Box 9049, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Penny Priddy
Minister of Health and Minister Responsible for Seniors
Parliament Buildings - Room 133
PO Box 9050, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Joan Smallwood
Minister of Labour and
Minister Responsible for Gaming
Parliament Buildings - Room 227A
PO Box 9052, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Jim Doyle
Minister of Municipal Affairs
Parliament Buildings - Room 236
PO Box 9051, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Helmut Giesbrecht
Minister of Public Service
Parliament Buildings - Room 029
PO Box 9041, STN PROV GOVT
Victoria, B.C.
V8W 9W6

Honourable Ian Waddell
Minister of Small Business, Tourism and Culture
Parliament Buildings - Room 322
PO Box 9053, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Moe Sihota
Minister of Social Development and Economic Security
and Minister Responsible for Housing
Parliament Buildings - Room 247
PO Box 9058, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Honourable Harry Lali
Minister of Transportation and Highways
Parliament Buildings - Room 306
PO Box 9055, STN PROV GOVT
Victoria, BC
V8W 9E2

Honourable Jenny Kwan
Minister of Women's Equality
Parliament Buildings - Room 342
PO Box 9056, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Bill Gardner
Director General
Human Resources Development Canada
B.C./Yukon Region
300 West Georgia Street - 15th Floor
Vancouver, B.C.
V6E 6G3

Mayor Philip Owen
Vancouver City Hall
453 W. 12th Avenue
Vancouver, B.C.
V5Y 1V4

Audrey Thomas
Education Officer, Developmental Programs
University Colleges & Program Planning Branch
Ministry of Advanced Education, Training and Technology
PO Box 9877, STN PROV GOVT
Victoria, B.C.
V8W 9T6

Yvette Souque
Program Consultant
National Literacy Secretariat
Human Resources Development Canada
Ottawa, Ontario
K1A 1K5

Family Literacy Day 2000 Proclamation
44 Mayors Responded
40 Proclaimed the Day

City	Mayor	Proclaimed/Did Not Proclaim
1. 100 Mile House	Donna Barnett	yes
2. Abbotsford	George Ferguson	no
3. Chilliwack	Clint Hames	yes
4. Coquitlam	Jon Kingsbury	yes
5. Courtenay	Ron Webber	yes
6. Cranbrook	Ross Priest	yes
7. Creston	Don Leben	yes
8. Delta	Lois Jackson	yes
9. Duncan	Michael Coleman	yes
10.Fernie	Evelyn Cutts	yes
11.Fort St. John	Stephen Thorlakson	yes
12.Gibsons	Barry Janyk	yes
13.Grand Forks	Lori Lum	no
14.Houston	Tom Euverman	yes
15.Kelowna	Walter Gray	yes
16.Kimberly	James Ogilvie	yes
17.Kitimat	Richard Wozney	yes
18.Langley	Marlene Grinnell	no
19.Mission	Randy Hawes	yes
20.Nanaimo	Gary Korpan	yes
21.Nelson	Gary Exner	yes
22.New Westminister	Helen Sparkes	yes
23.North Vancouver	Barbara Ann Sharp	yes
24.Oliver	Linda Larson	no
25.Parksville	Julia Macdonald	yes
26.Port Alberni	Gillian Trumper	yes
27.Port Coquitlam	Leonard Traboulay	yes
28.Port Hardy	Russ Hellberg	yes
29.Port Moody	Joe Trasolini	yes
30.Powell River	Stewart Alsgard	yes
31.Prince George	Colin Kinsley	yes
32.Quesnel	Stephen Wallace	yes
33.Richmond	Greg Halsey-Brandt	yes
34.Saanich	Frank Leonard	yes

35.Sechelt	Bruce Milne	Yes
36.Sidney	Don Amos	yes
37.Squamish	Corinne Lonsdale	yes
38.Surrey	Doug Mcollum	yes
39.Terrace	Jack Talstra	yes
40.Trail	Jim Nelson	yes
41.Victoria	Alan Lowe	yes
42.West Vancouver	R.K. (Ron) Wood	yes
43.Whistler	Hugh O'Reilly	yes
44.Williams Lake	Ivan Bonnell	yes

LiteracyBC

December 22, 1999

Mayor Philip Owen
Vancouver City Hall
453 W. 12th Avenue
Vancouver, B.C.
V5Y 1V4

Dear Mayor Owen,

Re: January 27, 2000 - Family Literacy Day in BC

On behalf of the family literacy field in Vancouver we would like to extend our deeply felt gratitude for your support in declaring **Thursday January 27, 2000 Family Literacy Day** in our city, and to invite you to "kick-off" the celebration by attending a **Family Literacy Day** breakfast at the Vancouver Public Library on that day. Your presence at this breakfast would send a strong message about the importance your government places on families and learning in our city.

Key representatives from school districts, advocacy groups, business, labour, unions and organizations with a vested interest in families will attend the breakfast. Invitations have also been extended to the premier and members of the provincial government (please see attached list).

We have invited the following people to give short presentations at the breakfast:

- Carol Matusicky, Executive Director, BC Council for Families
- Mary Gordon, Administrator, Parent and Family Literacy Programs, Toronto District School Board
- Max Cynader, Director, Brain and Spinal Cord Research Centre, University of British Columbia

In addition to the breakfast, Literacy BC - in partnership with the Vancouver Public Library, the Vancouver School Board, and other community organizations and agencies - will host a weeklong celebration of families and learning, **January 24th to January 29th, 2000.**

We would like to once again thank you for your interest and demonstrated commitment to further developing a culture of lifelong learning in Vancouver.

We look forward to hearing from you regarding your attendance at the **Family Literacy Day** breakfast.

Sincerely,

Paul Gallagher
President

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

BC Government Invitation List:
Ujjal Dosanjh, Attorney General
Andrew Petter, Minster of Advanced Education
Gordon Wilson, Minster of Education
Lois Boone, Minister for Children and Families
Penny Priddy, Minister of Health
Dale Lovick, Minister of Aboriginal Affairs
Moe Sihota, Minister of Social Development and Economic Security
Jan Pullinger, Minister for Community Development, Cooperatives and Volunteers
Mike Farnworth, Minister of Employment and Investment
Corky Evans, Minister of Agriculture and Food
Joan Sawicki, Minister of Environment, Lands and Parks
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Dennis Streifel, Minister of Fisheries
David Zirnhelt, Minister of Forests
Joan Smallwood, Minister of Labour
Jim Doyle, Minister of Municipal Affairs
Helmut Giesbrecht, Minister of Public Service
Ian Waddell, Minister of Small Business, Tourism and Culture
Jenny Kwan, Minister of Women's Equality

Invitations have also been sent to the following people:
Bill Gardner, Director General, Human Resources Development Canada, BC/Yukon Region
Dr. Perry Kendall, Provincial Health Officer
Joyce Preston, Advocate for Children, Youth and Families
Audrey Thomas, Education Officer, MAETT
Yvette Souque, Program Consultant, HRDC, National Literacy Secretariat
Paul Pallen, Children's Commissioner

LiteracyBC

December 13, 1999

Mayor Donna Barnett
Box 340
100 Mile House, B.C. V0K 2E0

Dear Mayor Barnett,

The purpose of this letter is to ask you to join **Premier Dan Miller and the province of British Columbia** in **declaring January 27, 2000 as FAMILY LITERACY DAY in 100 Mile House**. Last year more than 40 mayors in cities, towns and municipalities across BC declared January 27, 1999, the **first ever-Family Literacy Day** in our province. A copy of the provincial proclamation and a sample proclamation are enclosed.

This request is part of a nation-wide effort to increase awareness of family literacy in every province, territory and municipality in Canada. On this day, numerous public events will be held across the country in support of family literacy.

A focus on **family literacy** is an important new dimension of the literacy movement in Canada. Previously, the movement had paid particular attention to remedial work with adults. Family literacy emphasizes early intervention and prevention with children, at the same time creating opportunities for children and parents to learn together. A growing body of research indicates a strong literacy correlation between parent and child. The educational background of the parent influences the child's initial study habits, and in the pre-school years, parents can have a powerful influence on the reading ability of their children. The more literate a parent or primary caregiver becomes, the more able they are to provide a home environment that effectively supports the child's educational development and well being. Academic success is not determined by socio-economic status, but rather by what parents do to help their children learn.

....2

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Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm
Federal Charities Number: 128416 033 1 RR0001

There is no single definition or model of family literacy. A rich mixture of programs and services exists in diverse settings and respond to the needs of the families and communities they serve. Currently, there are more than 60 family literacy programs and services in British Columbia, and the numbers are growing. Family Literacy programs help establish and entrench the value of literacy in every family, by helping parents and educators understand that the home is the child's first learning environment and the parent or primary care-giver is the child's first and most influential teacher.

You are well aware of the economic, social and personal consequences of low levels of literacy, especially in this emerging knowledge-based world. However, many people are not. That is why we urge you to help develop a culture of lifelong learning in our province and throughout Canada, by declaring **Thursday, January 27, 2000, as FAMILY LITERACY DAY in 100 Mile House**.

For your reference we have enclosed:

- Background Information on Literacy in Canada
- Literacy Begins at Home
- What Can you Do
- Sample Profiles of Family Literacy programs in BC
- Background Information on Literacy BC
- Literacy Matters

We would be happy to provide your office with any additional information to assist you in helping to increase awareness of family literacy on this special day.

Thank you for your support.

Yours truly,

Linda R. Mitchell
Executive Director

Mayor Donna Barnett
Box 340
100 Mile House, B.C.
V0K 2E0

Mayor George Ferguson
32315 South Fraser Way
Abbotsford, B.C.
V2T 1W7

Ms. Marian Holler
Northern Lights College
Box 29
Atlin, B.C.
V0W 1A0

Mayor Doug Drummond
4949 Canada Way
Burnaby, B.C.
V5G 1M2

Mayor Jim Lornie
301 St Ann's Road
Campbell River, B.C.
V9W 4C7

Mayor Mike O'Connor
460 Columbia Avenue
Castlegar, B.C.
V1N 1G7

Mayor Charlie Lasser
District of Chetwynd
Box 357
Chetwynd, B.C.
V0C 1J0

Mayor Clint Hames
8550 Young Road South
Chilliwack, B.C.
V2P 8A4

Mayor George Kirkwood
1809 Beaufort
Comox, B.C.
V9M 1R9

Mayor Jon Kingsbury
3000 Guildford Way
Coquitlam, B.C.
V3B 7N2

Mayor Ron Webber
830 Cliffe Ave
Courtenay, B.C.
V9N 2J7

Mayor Ross Priest
40 - 10th Avenue South
Cranbrook, B.C.
V1C 2M8

Mayor Don Leben
PO Box 1339
Creston, B.C.
V0B 1G0

Chief Harry O'Donaghey
N'Quatqua Indian Band
Box 88
D'Arcy, B.C.
V0N 1L0

Mayor Blair Lekstrom
City of Dawson Creek
Box 150
Dawson Creek, B.C.
V1G 4G4

Ms. Sandra Sandvik
Northern Lights College
Box 220
Dease Lake, B.C.
V0C 1L0

Mayor Lois Jackson
4500 Clarence Taylor Crescent
Delta, B.C.
V4K 3E2

Mayor Michael Coleman
Box 820
Duncan, B.C.
V9L 3Y2

Mayor Evelyn Anne Cutts
Box 190
Fernie, B.C.
V0B 1M0

Mayor Harry Clark
Town of Fort Nelson
Bag 399
Fort Nelson, B.C.
V0C 1R0

Mayor Steve Thorlackson
City of Fort St. John
0631-100th Street
Fort St. John, B.C.
V1J 3Z5

Mayor Tony Thompson
Box 430
Fraser Lake, B.C.
V0J 1S0

Mayor Libby Nelson
Village of Fruitvale
PO Box 370
Fruitvale, B.C.
V0G 1L0

Mayor Barry Jenyk
Town of Gibsons
P.O. Box 340
Gibsons, B.C.
V0N 1V0

Mayor Dayle Crawford
Village of Gold River
Box 610
Gold River, B.C.
V0P 1G0

Mayor Walter Red Scott
Box 350
Golden, B.C.
V0A 1H0

Mayor Lori Lum
Box 220
420 Market Avenue
Grand Forks, B.C.
V0H 1H0

Mayor Alice Maitland
Box 40
Hazelton, B.C.
V0J 1Y0

Mayor Tom Euverman
Box 370
Houston, B.C.
V0J 1Z0

Mayor Lenore Harwood
District of Hudson's Hope
Box 330
Hudson's Hope, B.C.
V0C 1V0

Mayor Mark Shmigelsky
Box 339
914 - 8th Avenue
Invermere, B.C.
V0A 1X0

Mayor Mel Rothenburger
7 Victoria Street West
Kamloops, B.C.
V2C 1A2

Mayor Walter Gray
City Hall
1435 Water Street
Kelowna, B.C.
V1Y 1J4

Mayor James Ogilvie
340 Spokane Street
Kimberley, B.C.
V1A 2E8

Mayor Richard Wozney
366 City Centre
Kitimat, B.C.
V8C 1T6

Mayor Marlene Grinnell
5549 - 204th Street
Langley, B.C.
V3A 1Z4

Mayor Al Hogarth
11995 Haney Place
Maple Ridge, B.C.
V2X 6A9

Mayor Randy Hawes
Box 20
Mission, B.C.
V2V 4L9

Mayor Mike Walsh
Village of Montrose Office
PO Box 510
Montrose, B.C.
V0G 1P0

Chief Allen Stager
Mount Currie Indian Band
Box 165
Mount Currie, B.C.
V0N 2K0

Mayor Bill Cowan
Box 280
Nakusp, B.C.
V0G 1R0

Mayor Gary Korpan
City of Nanaimo
455 Wallace Street
Nanaimo , B.C.
V9R 5B7

Mayor Gary Exner
502 Vernon Street
Nelson, B.C.
V1L 4G1

Mayor Gary Wright
Box 40
New Denver, B.C.
V0G 1S0

Mayor Helen Sparkes
511 Royal Avenue
New Westminster, B.C.
V3L 1H9

Mayor Barbara Ann Sharp
141 West 14th Avenue
North Vancouver, B.C.
V7M 1H9

Mayor Linda Larson
Box 638
Oliver, B.C.
V0H 1T0

Mayor Julia Macdonald
Box 1390
Parksville, B.C.
V9P 2G3

Mayor Mike Pearce
171 Main Street
Penticton, B.C.
V2A 5A9

Mayor Don MacLean
12007 Harris Road
Pitt Meadows, B.C.
V3Y 2B6

Mayor Gillian Trumper
4850 Argile Street
Port Alberni, B.C.
V9Y 1V8

Mayor Len Traboulay
2580 Shaughnessy Street
Port Coquitlam, B.C.
V3C 2A8

Mayor Russ Hellberg
Box 68
Port Hardy, B.C.
V0N 2P0

Mayor Joe Trasllini
Box 36
100 Newport Drive
Port Moody, B.C.
V3H 3E1

Mayor Jill Wonnacott
Village of Pouce Coupe
Box 190
Pouce Coupe , B.C.
V0C 2C0

Mayor Stewart Alsgard
6910 Duncan Street
Powell River, B.C.
V8A 1V4

Mayor Colin Kinsley
1100 Patricia Blvd.
Prince George, B.C.
V2L 3V9

Mayor Don Scott
424 West 3rd Avenue
Prince Rupert, B.C.
V8J 1L7

Mayor Stephen Wallace
405 Barlow Avenue
Quesnel, B.C.
V2J 2C3

Mayor Greg Deck
Village of Radium Hot Springs
Village Office
Box 309
Radium Hot Springs, B.C.
V0A 1M0

Mayor Gail Bernacki
Box 170
16 Mackenzie Avenue
Revelstoke, B.C.
V0E 2S0

Mayor Greg Halsey-Brandt
7577 Elmbridge Way
Richmond, B.C.
V6X 2Z8

Mayor Bill Profili
City of Rossland
PO Box 1179
Rossland, B.C.
V0G 1Y0

Mayor Colin Mayes
PO Box 40
Salmon Arm, B.C.
V1E 4N2

Mayor Bruce Milne
District of Sechelt
PO Box 129
Sechelt, B.C.
V0N 3A0

Mayor Don Amos
2440 Sidney Avenue
Sidney, B.C.
V8L 1Y7

Mayor Brian Northup
Box 879
Smithers, B.C.
V0J 2N0

Mayor Corinne Lonsdale
Box 310
Squamish, B.C.
V0N 3G0

Mayor Doug McCallum
14245 - 56th Avenue
Surrey, B.C.
V3X 3A2

Mayor Fred Jarvis
District of Taylor
PO Box 300
Taylor, B.C.
V0C 2K0

Mayor Jack Talstra
3215 Eby Street
Terrace, B.C.
V8G 2X8

Mayor Dieter Boggs
Trail City Hall
1394 Pine Avenue
Trail, B.C.
V1R 4E6

Mayor Jim Nelson
Warfield Village Office
555 Schofield Hwy.
Trail, B.C.
V1R 2G7

Mayor Clay Iles
District of Tumbler Ridge
Box 100
Tumbler Ridge, B.C.
V0C 2W0

Mayor Phillip Owen
Vancouver City Hall
453 West 12th Avenue
Vancouver, B.C.
V5Y 1V4

Mayor Len Fox
Box 900
160 Connaught Street
Vanderhoof, B.C.
V0J 3A0

Mayor Sean Harvey
3400 - 30th Street
Vernon, B.C.
V1T 5E6

Mayor Alan Lowe
1 Centennial Square
Victoria, B.C.
V8W 1P6

Chief Debbie Groat
Box 489
Watson Lake, Yukon
Y0A 1C0

Mayor Ron Wood
750 - 17th Street
West Vancouver, B.C.
V7V 3T3

Mayor Hugh O'Reilly
4325 Blackcomb Way
Whistler, B.C.
V0N 1B4

Mayor Pearl Myhras
Box 127
Zeballos, B.C.
V0P 2A0

Mayor Ivan Bonnell
City Hall
450 Mart Street
Williams Lake, B.C.
V2G 1N3

LiteracyBC

Invitation

Family Literacy Day 2000 Breakfast
January 27
Vancouver Public Library – Central Branch
350 West Georgia Street – 7th Floor Board Room
Time: 8:30 – 9:30 a.m.

Fred Randall
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Dear Fred:

Premier Dan Miller, along with many mayors across B.C, has proclaimed **Thursday, January 27, 2000, Family Literacy Day in B.C.** Enclosed with this letter are copies of the provincial and City of Vancouver proclamations, along with other background information. This is part of a national effort to increase awareness of family literacy in every province, territory and municipality in Canada.

We invite you to "kick-off" the celebration by attending the **Family Literacy Day 2000 Breakfast** at the Vancouver Public Library on January 27th. Join us for coffee and "goodies" provided by the Starbucks Coffee Company.

Key representatives from government, school districts, advocacy groups, business, labour, unions and organizations with a vested interest in families have been invited to the breakfast.

The following people will give short presentations:

- Carol Matusicky, Executive Director, B.C. Council for Families
- Max Cynader, Director, Brain and Spinal Cord Research Centre, University of British Columbia
- Mary Gordon, Administrator, Parent and Family Literacy Programs, Toronto District School Board

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm
Federal Charities Number: 12846-0334-RR0001

In addition to the breakfast, Literacy BC. - in partnership with the Vancouver Public Library, the Vancouver School Board, and other community organizations and agencies - will host a weeklong celebration of families and learning, **January 24th to January 29th, 2000** (please see enclosed flyer and information package)

Please let us know by Friday, January 21 if you can attend (call Literacy BC at 604-684-0624).

We are looking forward to seeing you there!

Sincerely,

Paul Gallagher
President, Literacy BC
January 12, 2000

red Randall
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Pietro Calendino
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

John Cashore
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Reni Masi
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Rich Coleman
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Lynn Stephens
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Bill Hartley
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Graeme Bowbrick
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Katherine Whittred
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Daniel Jarvis
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Michael Farnworth
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Christy Clark
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Doug Symms
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Linda Reid
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Geoff Plant
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Bonnie McKinnon
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Sue Hammell
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Joan Smallwood
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Gordon Hogg
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Tim Stevenson
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Ian Waddell
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Joy McPhail
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Glen Clark
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Val Anderson
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Gary Farrell-Collins
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Gordon Campbell
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Colin Hansen
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Jeremy Dalton
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Ted Nebbeling
MLA
Government of BC
Parliament Buildings
Victoria, B.C.
V8V 1X4

Svend Robinson
MP
Government of Canada
4453 Hastings Street
Burnaby, B.C.
V5C 2K1

John Cummins
MP
Government of Canada
4871 Delta Street
Ladner, B.C.
V4K 2T9

Grant McNally
MP
Government of Canada
32928B - 7th Avenue
Mission, B.C.
V2V 2C6

Randy White
MP
Government of Canada
2 - 6830 - 216th Street
Langley, B.C.
V2Y 2P7

Paul Forseth
MP
Government of Canada
101 - 313 - 6th Street
New Westminster, B.C.
V3L 3A7

Ted White
MP
Government of Canada
302 - 1200 Lynn Valley
North Vancouver, B.C.
V7J 2A2

Lou Sekora
MP
Government of Canada
2826 St Johns
Port Moody, B.C.
V3H 2C1

Raymond Chan
MP
Government of Canada
221 - 4940 No. 3 Road
Richmond, B.C.
V6X 3A5

Val Meredith
MP
Government of Canada
101 - 2429 - 152nd Street
Surrey, B.C.
V3P 1N4

Gurmet Grewal
MP
Government of Canada
107 - 13771 - 72nd Avenue
Surrey, B.C.
V3W 9Z1

Chuck Cadman
MP
Government of Canada
114 - 10070 King George Highway
Surrey, B.C.
V3T 2W9

Hedy Fry
MP
Government of Canada
205 - 1030 Denman Street
Vancouver, B.C.
V6G 2M5

Libby Davies
MP
Government of Canada
2412 Main Street
Vancouver, B.C.
V5T 3E1

Sophia Leung
MP
Government of Canada
2148 Kingsway
Vancouver, B.C.
V5N 2T3

Ted McWhinney
MP
Government of Canada
305 - 2309 W. 41st
Vancouver, B.C.
V6M 2A3

Herb Dhaliwal
MP
Government of Canada
202 - 2607 East 49th
Vancouver, B.C.
V5S 1J9

John Reynolds
MP
Government of Canada
215 - 1571 Bellevue
West Vancouver, B.C.
V7V 1A6

Barbara Greeniaus
Director
Library Services Branch
800 Johnson Street
Victoria, B.C.
V8V 1X4

LiteracyBC

January 6, 2000

Dear Colleagues,

Family Literacy Day 2000 – Thursday, January 27th is fast approaching! To assist you in preparing and building support and awareness for your program and this special day, we have included some "goodies" that will help you do this.

As many of you already know, Premier Dan Miller, along with many of the mayors across B.C., has proclaimed January 27, 2000 as Family literacy Day in our province. We encourage you to contact your local mayor, Honda Dealership and Starbucks to share with them your plans for celebrating this special day and invite them to participate.

In all of your promotion for January 27th, it is important to remember to give ABC CANADA and Honda Canada credit and acknowledgement for the leadership they have taken in support of family literacy in Canada.

In an effort to continue to raise awareness about the importance of family literacy and to gain support for this special day the following are some suggestions of how you could help:

- **Radio** – The Family Literacy Day radio spots have been delivered electronically to more than 400 radio stations across Canada. A phone call from you or your associates to your local radio station would be a helpful reminder about the public service announcement.
- **Community Newspapers** - Family Literacy Day promotional ads are available in PDF format on the Canadian Community Newspapers Association web site. A call from you to your local newspaper would draw attention to Family Literacy Day.
- **Community Cable TV** public service announcements will be available by satellite to more than 700 cable stations across Canada. A call to your local community channel would be a great reminder to "tune in" for the satellite broadcast.
- **Major TV Broadcasters** – CBC, CTV, TSN, Life, Discovery, Showcase, History, Comedy, Outdoor Life, Teletoon, Home and Garden TV, Bravo, Global, The Weather Network, MCTV, BCTV, and YTV have promised to run the public service announcement "Learn Anywhere" for at least two weeks. Be sure to watch it and tell your friends!

.../2

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

- **Magazines** – Full page or large ads will appear in MacLean's, Saturday Night, Reader's Digest, Canadian Living, Style At Home, Today's Parent, TV Guide, TV Hebdo, Coup de Pouce, Elle Quebec and Sympatico Netlife.
- **Newspapers** – Ads will be sent electronically to all Southam newspapers. The National Post is supporting Family Literacy Day, as are many local papers in B.C.

Now for the goodies! Enclosed you will find the following:

- Stickers, bookmarks, posters and brochures from ABC CANADA
- Starbucks rack cards on family literacy, and if you need more, just call and we will get them out to you ASAP
- Rack cards with information about Literacy B.C and its services
- A list of suggested activities for January 27th
- A contact sheet which includes your program, mayor, Starbucks store and Honda dealer in your community (where applicable). Be sure to touch base with them.
- A media release specific to Family Literacy Day 2000
- A copy of the Premier's proclamation
- What You Can Do?
- Background Information on Literacy In Canada
- Family Literacy Tips and Facts Sheet

Be sure to call if you have any questions or concerns. And . . . enjoy! This is a wonderful opportunity to build support and awareness for all the fabulous work you are doing.

Sincerely,

Jean Rasmussen
Provincial Family Literacy Coordinator

LiteracyBC

January 24, 2000

Joanie MacKenzie
Honda Canada
13240 Worster Court
Richmond, B.C.
V6B 2B8

Dear Joanie,

As promised in my conversation with Tom, attached is the kit of Family Literacy Day material that was sent to all the Honda dealers in B.C.

I've also included an invitation for you and/or your colleagues to attend the "kick off" breakfast on January 27th. We'd be delighted to have you join us.

Joanie, thanks for all of your help and support. Be sure to call me if you have any questions or concerns.

Yours truly,

Linda R. Mitchell
Executive Director

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Federal Charities Number: 12846-0334-RR0001

LiteracyBC

January 6, 1999

Bryon Hall
The Honda Way
30150 Auto Mall Drive
Abbotsford, B.C.
V2T 5M1

Dear Bryon,

We are so pleased to once again have Honda Canada as a powerful and generous sponsor of Family Literacy Day on January 27, 2000.

We would urge you to contact your local family literacy program to find out what they are planning (see attached contact list). Anything you can do to encourage and support their efforts would be very much appreciated. Enclosed are background materials for you to review. You may also want to provide your customers with information about Family Literacy Day and let them know about the commitment Honda Canada has made to family literacy in B.C. and Canada.

In an effort to continue to raise awareness about the importance of family literacy and to gain support for this special day, here are some suggested activities:

- **Radio** – The Family Literacy Day radio spots have been delivered electronically to more than 400 radio stations across Canada. A phone call from you or your associates to your local radio station would be a helpful reminder about the public service announcement.
- **Community Newspapers** - Family Literacy Day promotional ads are available in PDF format on the Canadian Community Newspapers Association web site. A call from you to your local newspaper would draw attention to Family Literacy Day.
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- **Newspapers** – Ads will be sent electronically to all Southam newspapers. The National Post is supporting Family Literacy Day, as are many local papers in B.C.

If you have any questions, or need more material to help you promote Family Literacy Day, just give us a call.

On behalf of us all, thank you. Your support for **family literacy** is important and appreciated.

Yours truly,

Linda R. Mitchell
Executive Director

LiteracyBC

Invitation

Family Literacy Day 2000 Breakfast
January 27
Vancouver Public Library – Central Branch
350 West Georgia Street – 7th Floor Board Room
Time: 8:30 – 9:30 a.m.

Bryon Hall
The Honda Way
30150 Auto Mall Drive
Abbotsford, B.C. V2T 5M1

Dear Bryon:

We invite you to help us "kick-off" **Family Literacy Day 2000** by attending a special breakfast at the Vancouver Public Library on January 27th. Join us for coffee and "goodies" provided by the Starbucks Coffee Company.

Key representatives from government, school districts, advocacy groups, business, labour, unions and organizations with a vested interest in families have been invited to the breakfast.

The following people will give short presentations:

- Carol Matusicky, Executive Director, B.C. Council for Families
- Max Cynader, Director, Brain and Spinal Cord Research Centre, University of British Columbia
- Mary Gordon, Administrator, Parent and Family Literacy Programs, Toronto District School Board

In addition to the breakfast, Literacy BC. - in partnership with the Vancouver Public Library, the Vancouver School Board, and other community organizations and agencies - will host a weeklong celebration of families and learning, **January 24th to January 29th, 2000**

Please let us know by Friday, January 21 if you can attend (call Literacy BC at 604- 684-0624).

We are looking forward to seeing you there!

Sincerely,

Paul Gallagher
President, Literacy BC
January 12, 2000

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Federal Charities Number: 12846-0331-RR0001

ABBOTSFORD

Family Literacy Program
Barbara Emerson
Reading Rascals: A Family Literacy Project
Fraser Valley Regional Library
3232 Dahlstrom Avenue
Abbotsford, B.C.
V2T 6N4
Phone: 604-859-7814
Fax: 604-859-7329

Starbucks Store
Scott Sampson
Store Manager
Starbucks Coffee Company
32700 South Fraser Way
Abbotsford, B.C.
V2T 4M5
Phone: 604-854-5439

Honda Dealer
Byron Hall
The Honda Way
30150 Auto Mall Drive
Abbotsford, B.C.
V2T 5M1
Phone: 604-857-1430
Fax: 604-857-9146

Mayor
George F. Ferguson
32315 South Fraser Way
Abbotsford, B.C.
V2T 1W7
Phone: 604-853-2281
Fax: 604-853-1934

LiteracyBC

January 20, 2000

Peter Blomquist
Executive Director
Starbucks Foundation
P.O. Box 3824
Seattle, Washington
98124

Dear Peter,

Greetings and Happy New Year! I'm writing to give you a brief update on our activities in particular, Family Literacy Day 2000. I've attached a sample of the information we have been distributing and the events associated with this special day.

We have mailed over 1000 kits to a broad range of stakeholder groups. In addition, the over 60 family literacy programs have received hundreds of the Starbucks information cards to use at their local events.

Following Family Literacy Day we will be providing you with a complete report on the use of the Starbucks rack card and on family literacy development in B.C.

As always, your support and the support of Starbucks outlets across B.C. has been invaluable.

We are very excited and pleased with the strong partnership that we have developed with you and your colleagues. And the potential for the future is great!

Thank you.

Yours truly,

Linda R. Mitchell
Executive Director

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Federal Charities Number: 12846-0334-RR0001

LiteracyBC

January 12, 2000

Ross Schafer
Starbucks Coffee Company
101 - 4191 Hastings Street
Burnaby, B.C. V5C 2J3

Dear Ross,

Thank you for joining us once again for **National Family Literacy Day** in Canada, **Thursday January 27, 2000**. We are delighted to have Starbucks, through the Starbucks Foundation, as partners in promoting this special day in B.C.

As you know, on January 27, 1999 people all over British Columbia and Canada celebrated Family Literacy Day as part of a national effort to increase awareness of family literacy in every province, territory and municipality in Canada, and we are doing it again!

This year, Premier Dan Miller, along with many mayors across B.C, has proclaimed Thursday, **January 27, 2000 Family Literacy Day** in B.C. Enclosed with this letter are copies of the provincial and City of Vancouver proclamations and background information for your review.

In the Vancouver area, we are celebrating **Family Literacy Day 2000** in a "big" way this year by co-sponsoring four major events with the Vancouver Public Library and the Vancouver School Board over the week of **January 24-29th**. Starbucks Head office is generously providing refreshments at all of these events. One of these is a special breakfast for government officials and other "VIPs" on **Family Literacy Day** at the library.

We urge you to contact your local family literacy program, Honda dealership and mayor to find out what they are planning (see attached contact list). Anything you can do to encourage and support their efforts would be very much appreciated.

In an effort to continue to raise awareness about the importance of family literacy and to gain support for this special day, the following are some suggestions of how you could help.

- **Radio** – The Family Literacy Day radio spots have been delivered electronically to more than 400 radio stations across Canada. A phone call from you or your associates to your local radio station would be a helpful reminder about the public service announcement.
- **Community Newspapers** - Family Literacy Day promotional ads are available in PDF format on the Canadian Community Newspapers Association web site. A call from you to your local newspaper would draw attention to Family Literacy Day

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Federal Charities Number: 12846 0331 RR0001

- **Community Cable TV** public service announcements will be available by satellite to more than 700 cable stations across Canada. A call to your local community channel would be a great reminder to "tune in" for the satellite broadcast.
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- **Magazines** – Full page or large ads will appear in MacLean's, Saturday Night, Reader's Digest, Canadian Living, Style At Home, Today's Parent, TV Guide, TV Hebdo, Coup de Pouce, Elle Quebec and Sympatico Netlife.
- **Newspapers** – Ads will be sent electronically to all Southam newspapers. The National Post is supporting Family Literacy Day, as are many local papers in B.C.

If you have any questions, or need more material to help you promote **Family Literacy Day**, just give us a call.

On behalf of us all, thank you. Your support for **family literacy** is important and appreciated.

Yours truly,

Jean Rasmussen
Provincial Family Literacy Development Coordinator

January 17, 2000

David Allen
Quebecor Printing Vancouver
1070 SE Marine Drive
Vancouver, B.C.
V5X 2V4

Dear David,

Premier Dan Miller, along with many mayors across BC, has proclaimed **January 27, 2000 Family Literacy Day** in BC.

Research clearly demonstrates that family literacy programs and activities have an immediate benefit for children and parents and aim to break the intergenerational cycle of low literacy skills.

To draw public attention to this important issue, Literacy BC will launch this second annual event, **Family Literacy Day**, to celebrate the many successes and to promote awareness of the value of family literacy. Lead National sponsors are Honda Canada and ABC CANADA.

I have attached some background material and an outline of events happening to celebrate and promote family literacy. As one of our key literacy supporters, I would urge you to share this material with your staff, family and friends.

Thank you.

Linda R. Mitchell
Executive Director

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

David Allen
Quebecor Printing Vancouver
1070 SE Marine Drive
Vancouver, B.C.
V5X 2V4

Bruce Schaefer
Mutual Life of Canada
610 – 1140 W. Pender Street
Vancouver, B.C.
V6E 4P3

Bob Bucher
Pacific Blue Cross
P.O. Box 7000
Vancouver, B.C.
V6B 4E1

Teresa Freeborn
Vice President
Credit Union Central of BC
1441 Creekside Drive
Vancouver, B.C.
V6J 4S7

Peter Kossack
Regional Manager
Canada Life
2620 – 1066 W. Hastings Street
Vancouver, B.C.
V6E 3X1

Colin Macrae
Microcell Telecom/Fido
540 - 815 W. Hastings Street
Vancouver, B.C.
V6B 1C4

Stuart Monteith
William M. Mercer Ltd.
700 – 505 Burrard Street
Vancouver, B.C.
V6X 1M4

Bill More
Maclean's Magazine
900 – 1130 W. Pender Street
Vancouver, B.C.
V6E 4A4

Glenn Poier
Regional Group Director
Manulife Financial
15th floor – 1090 W. Georgia Street
Vancouver, B.C.
V6E 3A3

Fred Smith
Director, Group Insurance Marketing
Great West Life
1500 – 1177 W. Hastings Street
Vancouver, B.C.
V6E 3Y9

Peggie Terry
WHERE Vancouver
2208 Spruce Street
Vancouver, B.C.
V6C 2G8

Scott Ellis
Molson Breweries
1100 - 601 W. Broadway
Vancouver, B.C.
V5Z 4C2

Erik Sande
Vice President, Marketing
Westminster Savings Credit Union
422 - 6th Street
New Westminster, B.C.
V3L 3B2

Trish Lee
Communications Manager
7-Eleven
3185 Willingdon Green
Burnaby, B.C.
V5G 4P3

Peter Legge
Canada Wide Magazines & Communications Ltd.
4th floor - 4180 Lougheed Highway
Burnaby, B.C.
V5C 6A7

LiteracyBC

January 18, 2000

Professor Clyde Hertzman
Department of Health Care & Epidemiology
Faculty of Medicine
University of British Columbia
5804 Fairview Avenue - Mather Building
Vancouver, B.C.
V6T 1Z3

Dear Dr. Hertzman:

I am writing to thank you again for agreeing to take part in National Family Literacy Week. We are eagerly anticipating your presentation on Literacy and Early Brain Development at the Vancouver Public Library. There has been quite a lot of interest in this workshop and we are sure it will draw a substantial audience. Enclosed is a package of information and materials about Family Literacy Day, for your reference.

Your presentation is scheduled for **Tuesday, January 25 (10: 00 a.m. to noon)** at the VPL, Central Branch, 350 West Georgia Street, **in the Alma Van Dusen and Peter Kaye Rooms (lower level).** As you know, Mary Gordon, who is sharing the day with you, will give her presentation in the afternoon.

We have taken the liberty of ordering an overhead projector and screen for your use. If you need more specific equipment or information, please let us know in advance, and we will be happy to arrange it for you.

Again, thank-you Dr. Hertzman, and I look forward to seeing you on January 25.

Sincerely

Jean Rasmussen
Provincial Family Literacy Development Coordinator
JR/nr
encl.
word\jean\famlit\HertzmanConfirmletter.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm
Federal Charities Number: 12846 0334 RR0001

LiteracyBC

January 18, 2000

Carol Matusicky
Executive Director
B.C. Council for Families
204 -- 2590 Granville Street
Vancouver, B.C.
V6H 3H1

Dear Carol:

I am writing to thank you again for agreeing to be part of our National Family Literacy Week celebration.

This is to confirm that you will be a speaker at the **"kick-off" celebration breakfast on January 27** at the Vancouver Public Library, Central Branch, 350 West Georgia Street. The breakfast will be held in the 7th Floor Board Room from 8:30 a.m. to 9:30 a.m. As you know, Dr. Max Cynader from U.B.C. and Mary Gordon from the Toronto District School Board will join you in giving short presentations.

If you need more information, please don't hesitate to call. Again, thank you. We look forward to having you participate in this exciting celebration of families and learning.

Sincerely,

Jean Rasmusssen
Provincial Family Literacy Development Coordinator
JR/nr
encl.
word\jean\famlit\MatusickyConfirmletter.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
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Federal Charities Number: 12846-0334-RR0001

LiteracyBC

January 18, 2000

Dr. Max Cynader
Eyecare Centre
2550 Willow Street
Vancouver, B.C. V5Z 3N9

Dear Max:

I am writing to thank you again for agreeing to be part of our **National Family Literacy Day** celebration.

This is to confirm that you will be a speaker at the **"kick-off" celebration breakfast on January 27** at the Vancouver Public Library, Central Branch, 350 West Georgia Street. The breakfast will be held in the 7th Floor Board Room from 8:30 a.m. to 9:30 a.m. As you know, Carol Matusicky from the B.C. Council for Families and Mary Gordon from the Toronto District School Board will join you in giving short presentations. Enclosed is a package of information and materials about Family Literacy Day for your review.

If you need more information please don't hesitate to call. Again, thank you. We look forward to having you participate in this exciting celebration of families and learning.

Sincerely,

Jean Rasmussen
Provincial Family Literacy Development Coordinator
JR/nr
Encl.
Word/jean/famlit/CynaderConfirmletter.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
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Federal Charities Number: 12846 0334 RR0001

January 18, 2000

Mary Gordon
Maytree Foundation
170 Bloor Street West, Suite 804
Toronto, Ontario M5S 1T9

Dear Mary:

I am writing to thank you again for agreeing to take part in National Family Literacy Week in Vancouver. We are eagerly anticipating your presentations at the Vancouver Public Library and the Vancouver School Board. There has been quite a lot of interest in both events and we are sure they will draw a substantial audience. Enclosed is a package of information and materials about Family Literacy Day, as well as a schedule of your "duties" for the week.

Mary, if there is anything you require in the way of equipment or supplies, please let me know and I will be happy to arrange it for you. I look forward to seeing you again soon.

Sincerely,

Jean Rasmussen
Provincial Family Literacy Development Coordinator
JR/nr
encl.
word\jean\famlit\MaryGordConfirmletter.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
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Federal Charities Number: 12846-0334-RR0001

LiteracyBC

January 18, 2000

Dear Colleague:

To celebrate National **Family Literacy Day** this year, Literacy BC sent letters to Mayors in B.C. requesting that they declare **January 27, 2000** National Family Literacy Day in their city or town.

Enclosed is the official Proclamation we have received from your Mayor. We are sending it to your program/group now so that you will be able to make use of it in any celebrations or activities you have planned. We have also kept a copy of the Proclamation and any accompanying correspondence for our files.

Have a wonderful Family Literacy Day!

Sincerely,

Jean Rasmussen
Provincial Family Literacy Development Coordinator
JR/nr
encl.
word\jean\FamilyLiteracyDay2000\lettertogroupswithMayorsProclamation

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Federal Charities Number: 12846 0224 RR0001

LiteracyBC

January 18, 2000

Dear Lesra Martin:

Marianne Chartrand called me yesterday at Literacy BC to say you might be interested in exploring the idea of becoming involved in the literacy movement in B.C. To provide you with an introduction to some of the work that is currently being done, I have attached an invitation for you to attend a special breakfast celebrating **Family Literacy Day 2000 – January 27th**, as well as background information on the many services that Literacy BC provides. It would be great to have you join us on **January 27th** and at any of the events happening over the week of **January 24 to 29th** (see attached flyer).

We would be delighted to meet with you at your convenience to discuss ways you might help us "champion" this important and pressing issue.

Thanks Lesra. I look forward to hearing from you and hope to meet you **January 27th.** Great interview on CBC radio!

Sincerely,

Jean Rasmussen
Projects Coordinator
Literacy BC

cc: Marianne Chartrand
Fax 250-494-0430

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
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LiteracyBC

Literacy and Early Brain Development Workshop

Vancouver Public Library – Central Branch
Alma Van Dusen & Peter Kaye Rooms
Lower level

Tuesday, January 25th

AGENDA

9:30 – 10 am – registration & coffee

10 – 12 noon

- Early Brain Development and Population Health
  Presenter: Clyde Hertzman

1 – 5 pm

- Early Literacy Development: Theory into Practice
  Presenter: Mary Gordon

This event is co-sponsored by Literacy BC, the Vancouver Public Library and the Vancouver School Board

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Federal Charities Number: 12846-0334-RR0001

January 25, 2000 Family Literacy
Professional Development Training

1. Jim Anderson
2. Lucy Alderson
3. Bernice Alexander
4. Rebecca Anderson
5. Anne Bechard
6. Sheila Buchanan
7. Susan Buss
8. Alice Caldwell
9. Karen Cayne
10. May Chan
11. Betty Chapin
12. Lucy Chong
13. Terry Clark
14. Betty Clark
15. Paul Czene
16. Helen Davidson
17. Elizabeth Davies
18. Anne de Cosson
19. Mrs. Dembicky
20. Janice Douglas
21. Mary Duffy
22. Robin Dupuis
23. Mary Eaglesham
24. Fred Faulkes
25. Sam Fillipoff
26. Lysanne Fox
27. Tess Frost
28. Sherry Gable
29. Christina Gerber
30. Rennie Hapton
31. Fiona Harrison
32. Teresa Hartman
33. Allison Haupt
34. Julia Hedley
35. Kelly Henry
36. Kelly Hinch
37. Patty Homes
38. Adrienne Horton
39. Susan Howard
40. Angela Hughes
41. Elva Hunter
42. Julie Iannacone
43. Carl Jensen
44. Alva Jensen
45. Allison Kennedy
46. Margaret Kidd
47. Tom Knutson
48. Anne Kyler
49. Meredith Land
50. Megan Langley
51. Kay Lee
52. Elizabeth Lee
53. Schula Leonard
54. Shelley Loewen
55. Kevin MacKenzie
56. Marion McCartney
57. Mary McConville
58. Nancy McHarg
59. Jock McLauchlan
60. Robert McNeice
61. Noni Mildenberger
62. Kim Minkus
63. Jeannette Mumford
64. Dorothy Mundie
65. Tasman Nathan
66. Janice Nelson
67. Carla Nordby
68. Lis Nygaard
69. Jeannette Owen
70. Lindsey Pagnucco
71. Pearl Perehudoff
72. Joyce Pinsker
73. Tess Prendergras
74. Indira Rai
75. Jean Rasmussen
76. Janet Renouf
77. Diane Rice
78. Adonna Rudolph
79. Lan Sam
80. Judith Saltman
81. Anny Schaefer
82. Carol Schoen
83. Wendy Scholefield
84. Betty Schultze
85. D'Acy Stainton
86. Margaret Stevens
87. Kristie Stewart
88. Susan Stock
89. Del Tait
90. Sue Teaham

91. Fran Thompson
92. Yukiko Tosa
93. Violet Uyeno
94. Andrea Weitz
95. Clyde Hertzman
96. Mary Gordon
97. Jean Rasmussen
98. Lan Sam
99. Janet Wynne
100. Lois Yelland

LiteracyBC

Invitation

Family Literacy Day 2000 Breakfast
January 27
Vancouver Public Library – Central Branch
350 West Georgia Street – 7th Floor Board Room
Time: 8:30 – 9:30 a.m.

Dear Colleague:

Premier Dan Miller, along with many mayors across B.C, has proclaimed Thursday, **January 27, 2000 Family Literacy Day** in B.C. Enclosed with this letter are copies of the provincial and City of Vancouver proclamations. This is part of a national effort to increase awareness of family literacy in every province, territory and municipality in Canada.

We invite you to "kick-off" the celebration by attending the **Family Literacy Day 2000 Breakfast** at the Vancouver Public Library on January 27th. Join us for coffee and "goodies" provided by the Starbucks Coffee Company.

Key representatives from government, school districts, advocacy groups, business, labour, unions and organizations with a vested interest in families have been invited to the breakfast.

The following people will give short presentations:

- Carol Matusicky, Executive Director, B.C. Council for Families
- Max Cynader, Director, Brain and Spinal Cord Research Centre, University of British Columbia
- Mary Gordon, Administrator, Parent and Family Literacy Programs, Toronto District School Board

In addition to the breakfast, Literacy BC. - in partnership with the Vancouver Public Library, the Vancouver School Board, and other community organizations and agencies - will host a weeklong celebration of families and learning, **January 24th to January 29th, 2000** (please see enclosed flyer and information package)

Please let us know by Friday, January 21 if you can attend (call Literacy BC at 604-684-0624).

We are looking forward to seeing you there!

Sincerely,

Paul Gallagher

Paul Gallagher
President, Literacy BC

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
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LiteracyBC

Family Literacy Day 2000

January 27th
Vancouver Public Library – Central Branch
350 West Georgia Street – 7th Floor Board Room
Time: 8:30 – 9:30 a.m.

"Breakfast of Champions"

Agenda

Master of Ceremony: Paul Gallagher, President, Literacy BC

8:30 am to 8:50 am
List of Speakers in Order of Speaking
Madge Aalto – Director, Vancouver Public Library
Philip Owen - Mayor of Vancouver
Jim Doyle - Minister of Municipal Affairs (will read the B.C. Family Literacy Day Proclamation)
Gordon Wilson – Minister of Education
Gordon Campbell - Leader of the Opposition

8:50 am to 9:30 am
List of Presenters in Order of Presentations:

- Carol Matusicky, Executive Director, B.C. Council for Families
- Max Cynader, Director, Brain and Spinal Cord Research Centre, University of British Columbia
- Mary Gordon, Administrator, Parent and Family Literacy Programs, Toronto District School Board

❖ **Breakfast provided by the Starbucks Coffee Company (coffee and pastries).**

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Federal Charities Number: 12846-0334-RR0001

LiteracyBC

Family Literacy Day 2000
"Breakfast of Champions"
Notes for Paul Gallagher

8:30 am to 8:50 am

Welcome breakfast guests and thank them for coming with a special thank you to the following:

- Our partners for **Family Literacy Week –**
  Vancouver Public Library – specifically Janice Douglas
  Vancouver School Board – specifically Alva Jensen
  Windows of Opportunity for Vancouver's Children and Youth – specifically Lois Yelland.
- Philip Owen - Mayor of Vancouver
- Jim Doyle - Minister of Municipal Affairs (will read the B.C. Family Literacy Day Proclamation)
- Gordon Campbell - Leader of the Opposition
- Gordon Wilson - Minister of Education
- Jenny Kwan - Minister of Women's Equality
- Bill Clay - Special Assistant to Minister Jan Pullinger, Minister of Community Development, Cooperatives & Volunteers)
- Bill Gardner - Director General, HRDC-BC

List of Speakers in Order of Speaking

"Each speaker has roughly 3 minutes to speak"

Madge Aalto – Director, Vancouver Public Library – she will welcome the group to VPL

Philip Owen - Mayor of Vancouver – will say a few words, his proclamation is almost the same as the governments. I will have it on hand if he wants it.

Jim Doyle - Minister of Municipal Affairs (will read the B.C. Family Literacy Day Proclamation)

Gordon Wilson – Minister of Education

Gordon Campbell - Leader of the Opposition

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Federal Charities Number: 12846-0334-RR0001

8:50 am to 9:30 am

List of Presenters in Order of Presentations:

It gives me great pleasure to introduce.....

- **Dr. Carol Matusicky,** is the Executive Director of the B.C. Council for Families. Carol is a member of several provincial, national and international organizations that advocate, support and work with families. This morning she will provide us with a brief overview of some of the trends and changes that are taking place in families in B.C. today.

- **Dr. Max Cynader,** is the Director of the Brain Research Centre, at Vancouver Hospital and Health Sciences Centre, and the University of British Columbia, as well as professor of ophthalmology. Dr. Cynader will talk about the research he is currently involved in that seeks to enhance the learning capabilities of children and adults.
- **Mary Gordon** is the Administrator of the Parent and Family Literacy Programs, for the Toronto District School Board. In 1981, Ms. Gordon initiated the first Canadian school-based parenting and family literacy programs. Her programs currently serve more than 7,000 families in the Toronto area.. Ms. Gordon's work is fueled by her belief that the family is the change agent in breaking the intergenerational cycle of low literacy. She speaks nationally and internationally on education issues particularily as they relate to the early childhood years.

Please thank the following:

- **ABC CANADA and Honda Canada** for their ongoing support of family literacy in B.C. and Canada
- **The Starbucks Coffee Company** for providing breakfast, and for providing refreshments at many of the events over **Family Literacy Week.**
- **The Grizzlies Foundation** who have donated 50 Spinoza Bears to 10 inner city Vancouver Schools to be presented at the **Read Together Day** event scheduled for this Saturday at the library.
- **Youth Community Action Students** – Anita Chan, Lan Sam and May Chan who helped welcome you here today.
- **NLS and MAETT**
- **Jane McIvor Communications**
- **Marj Froemgen** for her tireless and constant support to this project.
- **Nancy Richardson** and the staff at Literacy BC.
- **Jean Rasmussen,** Provincial Family Literacy Development Coordinator for organizing Literacy BC's role in Family Literacy week.
- **And to everyone who participated in this wondrous week. Have a great day!**

Family Literacy Day Breakfast 2000 Guest List

1. Philip Owen **(Mayor of Vancouver)**
2. Jim Doyle **(Minister of Municipal Affairs)**
3. Jenny Kwan **(Minister of Women's Equality)**
4. Gordon Wilson **(Minister of Education**
5. W.D. Gardner **(Director General, HRDC-BC)**
6. Gordon Campbell **(Leader of the Opposition)**
7. Fran Thompson (President, International Dyslexia Association of B.C.)
8. Janice Douglas (Vancouver Public Library)
9. Celia Lottridge (Mother Goose Programs)
10. Cameron Young (Scholastic Canada)
11. Alva Jensen (Vancouver School Board)
12. Mary Gordon (Maytree Foundation)
13. Max Cynader (Brain Research Centre)
14. Carol Matusicky (BC Council for Families)
15. Jean Rasmussen (Literacy BC)
16. Marj Froemgen (Literacy BC)
17. Paul Gallagher (President, Literacy BC)
18. Lan Sam (Youth Community Action Program - LBC)
19. Anita Chan (Youth Community Action Program - LBC)
20. May Chan (Youth Community Action Program - LBC)
21. Sandy McCormick (Councilor – Vancouver City Hall)
22. Bill Yuen (Trustee VSB)
23. Lois Yelland (Vancouver/Richmond Health Board)
24. Jennifer Clark (Vancouver City councilor)
25. Jan Wells (Vancouver School Board Sunrise Area Learning Service Office)
26. Matt Lynch (Vancouver Sun Readers Sales and Services))
27. Laurie DeMille (Vancouver Sun Marketing)
28. Jane Pepper (on behalf of Svend Robinson MP)
29. Jim Lippert (Highway Constructors Ltd)
30. Tom Nesbit (Simon Fraser University Centre for Labour)
31. Jane McIvor (McIvor Communications)
32. Stacey Huget (Literacy BC)
33. Jane Jimison (Vancouver Community College)
34. Gyda Chud (Vancouver Community College)
35. Susan Evans (West Coast Energy)
36. Barbara Greeniaus (Library Services Branch – Director)
37. Carol Schoen (Capilano College)
38. Vicki Van Weert (Administrator Youth Community Action Program)
39. Sandra Gebhardt (Director Learning Disabilities Association of BC)
40. Donna Palmer (Centre for Applied Academics, BCIT)
41. Blair Qualey (Vancouver Public Library Board)
42. Jean Moore (Canadian Mental Health Association and GVMHS)
43. Bill Brown (Trustee VSB Library)
44. Sally Warren (VPL Board)
45. Nicky Shaw (Starbucks Coffee Co.)
46. Allison Haupt (N. Vancouver Public Library)
47. Irene Schmidt (Carnegie Learning Centre)
48. Barbara Buchanan (VSB)
49. Lea Starr (Canadian Health Network - VPL)
50. Gillian Barnickle (YMCA)
51. Joanie MacKenzie (Honda Canada)
52. George Jarvis (Spinoza Ambassador)
53. Lyle Fisher (CKWX)
54. Nancy McHarg (Orca Bay)
55. Dave Chowdhury (BCIT)
56. Drenda Scott
57. Brian Campbell
58. Christina Wilson (daughter)
59. Andrew Yates (CFML)
60. Jennifer Young-Roy
61. Brian Reynolds (Royal Bank)
62. Paul Halder (Honda)
63. Charlie Naylor (BCTF)
64. Claud Bourgeois (CBC)
65. Ann Stockdale
66. Mary Collins (VPL Board)
67. Jean McCutuhon

Regrets

1. Ted White MP
2. John Cruickshank (Vancouver Sun)
3. Corky Evans **(Minister Agriculture &Food)**
4. Joan Sawicki **(Minister Environment &Parks)**
5. Joan Smallwood **(Minister Labour)**
6. Don Lee (Van city Councilor)
7. Ujjal Dosanjh **(Attorney General)**
8. Helmut Giesbrecht (Public Service)
9. Tim Louis (Councilor)
10. Yvette Heuser
11. Penny Priddy **(Minister of Health)**
12. Gordon Wilson **(Minister Education)**
13. Val Meredith (MP-South Surrey/White Rock)
14. Moe Sihota **(Minister SDES)**
15. Sophia Leung – MP
16. Ian Stewart (Honda Dealer)
17. Lou Sekora MP
18. Harry Lali **(Minister transportation and Highways)**
19. Debbie Look (BC Conf of Parent Advisory Councils)
20. Mary Collins VPL
21. Chief Constable Blythe
22. Dale Lovick (Aboriginal Affairs)
23. David Ziemhelt (Minister Forestry)
24. Geoff Plant MLA Richmond
25. John Cummins MP Delta
26. Joy McPhail MLA
27. Pietro Calendino MLA
28. Bill Goodacre MLA
29. Sam Sullivan Vancouver City Councilor
30. Randy White MP
31. Dan Miller (Premier)
32. Raymond Chan MP
33. Gordon Hogg MLA
34. Mike Farnworth
35. John Blatherwick
36. John Reynolds MP
37. Jim Anderson UBC
38. Paul Forsyth MP
39. Martha Piper
40. Lyle Knott (Grizzlies Foundation)

LiteracyBC

February 10, 2000

Mayor Philip Owen
Vancouver City Hall
453 West 12th Avenue
Vancouver, B.C.
V5Y 1V4

Dear Mayor Owen:

I am writing to thank you for taking the time out of your busy schedule to participate in the Family Literacy Day 2000 "Breakfast of Champions" held on January 27, at the Vancouver Public Library.

The Breakfast was very successful and the response we have received from the B.C. literacy community to this unique event has been overwhelmingly positive. One of the reasons for our success is the support we received from the Mayor's Office and the City of Vancouver in agreeing to participate, and declaring January 27 Family Literacy Day in Vancouver. We are already making plans to do it again next year.

For your information, I am enclosing a summary and wrap-up of the events and activities held in Vancouver and throughout B.C. during Family Literacy Week 2000.

Again, thank you Mayor Owen, for attending our Family Literacy Day 2000 "kickoff" breakfast! Your support and encouraging words were invaluable to us.

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
word\jean\FamilyLiteracyDay2000\ThankyoutoMayor.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm
Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Honourable Jim Doyle
Minister of Municipal Affairs
Parliament Buildings -- Room 236
PO Box 9051, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Dear Minister Doyle:

I am writing to thank you for taking part in the recent Family Literacy Day 2000 "Breakfast of Champions" held at the Vancouver Public Library on January 27.

This first-ever kick-off breakfast to celebrate B.C.'s family literacy programs and services was overwhelmingly successful. We were very proud to welcome more than 70 representatives from government, business, labour, unions, schools, libraries and community organizations to the event. Literacy BC, along with our other partners, has received a very positive response to the Breakfast presentations from the B.C. literacy community. Already, we are making plans for a similar celebration next year.

For your information, I have enclosed a wrap-up of some of the events and activities that took place in B.C.

Thank you for taking time out from your busy schedule to join us in this very important event for the B.C. family literacy community. We look forward to having you join us again for Family Literacy Day 2001!

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
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LiteracyBC

February 10, 2000

Honourable Jenny Kwan
Minister of Women's Equality
Parliament Buildings - Room 342
PO Box 9056, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Dear Minister Kwan:

I am writing to thank you for taking part in the recent Family Literacy Day 2000 "Breakfast of Champions" held at the Vancouver Public Library on January 27.

This first-ever kick-off breakfast to celebrate B.C.'s family literacy programs and services was overwhelmingly successful. We were very proud to welcome more than 70 representatives from government, business, labour, unions, schools, libraries and community organizations to the event. Literacy BC, along with our other partners, has received a very positive response to the Breakfast presentations from the B.C. literacy community. Already, we are making plans for a similar celebration next year.

For your information, I have enclosed a wrap-up of some of the events and activities that took place in B.C.

Thank you for taking time out from your busy schedule to join us in this very important event for the B.C. family literacy community. We look forward to having you join us again for Family Literacy Day 2001!

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
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Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Honourable Gordon Wilson
Minister of Education
Parliament Buildings – Room 310
PO Box 9045, STN PROV GOVT
Victoria, B.C.
V8W 9E2

Dear Minister Wilson:

I am writing to thank you for taking part in the recent Family Literacy Day 2000 "Breakfast of Champions" held at the Vancouver Public Library on January 27.

This first-ever kick-off breakfast to celebrate B.C.'s family literacy programs and services was overwhelmingly successful. We were very proud to welcome more than 70 representatives from government, business, labour, unions, schools, libraries and community organizations to the event. Literacy BC, along with our other partners, has received a very positive response to the Breakfast presentations from the B.C. literacy community. Already, we are making plans for a similar celebration next year.

For your information, I have enclosed a wrap-up of some of the events and activities that took place in B.C.

Thank you for taking time out from your busy schedule to join us in this very important event for the B.C. family literacy community. We look forward to having you join us again for Family Literacy Day 2001!

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
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LiteracyBC

February 10, 2000

Gordon Campbell, MLA
Leader of the Official Opposition
Suite 520, 475 West Georgia Street
Vancouver, B.C.
V6B 4M9

Dear Mr. Campbell:

I am writing to thank you for taking part in the recent Family Literacy Day 2000 "Breakfast of Champions" held at the Vancouver Public Library on January 27.

This first-ever kick-off breakfast to celebrate B.C.'s family literacy programs and services was overwhelmingly successful. We were very proud to welcome more than 70 representatives from government, business, labour, unions, schools, libraries and community organizations to the event. Literacy BC, along with our other partners, has received a very positive response to the Breakfast presentations from the B.C. literacy community. Already, we are making plans for a similar celebration next year.

For your information, I have enclosed a wrap-up of some of the events and activities that took place in B.C.

Thank you for taking time out from your busy schedule to join us in this very important event for the B.C. family literacy community. We look forward to having you join us again for Family Literacy Day 2001!

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
word\jean\FamilyLiteracyDay2000\thankyoutoBreakfastPoliticansCampbell.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Mr. W.D Gardner
Human Resources Development Canada
14th Floor, 300 West Georgia Street
Vancouver, B.C.
V6B 6G3

Dear Mr. Gardner:

I am writing to thank you for taking part in the recent Family Literacy Day 2000 "Breakfast of Champions" held at the Vancouver Public Library on January 27.

This first-ever kick-off breakfast to celebrate B.C.'s family literacy programs and services was overwhelmingly successful. We were very proud to welcome more than 70 representatives from government, business, labour, unions, schools, libraries and community organizations to the event. Literacy BC, along with our other partners, has received a very positive response to the Breakfast presentations from the B.C. literacy community. Already, we are making plans for a similar celebration next year.

For your information, I have enclosed a wrap-up of some of the events and activities that took place in B.C.

Thank you for taking time out from your busy schedule to join us in this very important event for the B.C. family literacy community. We look forward to having you join us again for Family Literacy Day 2001!

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
word\jean\FamilyLiteracyDay2000\thankyoutoBreakfastSpeakerGardner.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
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Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Carol Matusicky
Executive Director
B.C. Council for Families
204 – 2590 Granville Street
Vancouver, B.C.
V6H 3H1

Dear Carol:

I am writing to thank you for your presentation at the recent Family Literacy Day 2000 "Breakfast of Champions," held at the Vancouver Public Library on January 27.

This first-ever kick-off breakfast to celebrate B.C.'s family literacy programs and services was overwhelmingly successful. We were very proud to welcome more than 70 representatives from government, business, labour, unions, schools, libraries and community organizations to the event. Literacy BC, along with our other partners, has received a very positive response to the Breakfast presentations from the B.C. literacy community. Already, we are making plans for a similar celebration next year.

For your information, I have enclosed a summary of some of the events and activities that took place in B.C.

Again, thank you Carol, for taking time out of your busy schedule to join us in this very important event for the B.C. family literacy community. We look forward to having you join us again for Family Literacy Day 2001!

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
jean\FamilyLiteracyDay2000\ThankyoutoPresenters1.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Mary Gordon
Maytree Foundation
170 Bloor Street West
Suite 804
Toronto, Ontario
M5S 1T9

Dear Mary:

I am writing to thank you for your presentation at the recent Family Literacy Day 2000 "Breakfast of Champions" held at the Vancouver Public Library on January 27.

This first-ever kick-off breakfast to celebrate B.C.'s family literacy programs and services was overwhelmingly successful. We were very proud to welcome more than 70 representatives from government, business, labour, unions, schools, libraries and community organizations to the event. Literacy BC, along with our other partners, has received a very positive response to the Breakfast presentations from the B.C. literacy community. Already, we are making plans for a similar celebration next year.

For your information, I have enclosed a summary of some of the events and activities that took place during Family Literacy Week in B.C.

Again, thank you Mary, for taking time out of your busy schedule to come out and join us in this very important event for the B.C. family literacy community.

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
Jean\FamilyLiteracyDay2000\ThankyoutoPresenters3.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Dr. Max Cynader
Eyecare Centre
2550 Willow Street
Vancouver, B.C.
V5Z 3N9

Dear Dr. Cynader:

I am writing to thank you for your presentation at the recent Family Literacy Day 2000 "Breakfast of Champions" held at the Vancouver Public Library on January 27.

This first-ever kick-off breakfast to celebrate B.C.'s family literacy programs and services was overwhelmingly successful. We were very proud to welcome more than 80 representatives from government, business, labour, unions, schools, libraries and community organizations to the event. Literacy BC, along with our other partners, has received a very positive response to the Breakfast presentations from the B.C. literacy community. Already, we are making plans for a similar celebration next year.

For your information, I have enclosed a summary of some of the events and activities that took place during Family Literacy Week in B.C.

Again, thank you Dr. Cynader, for taking time out of your busy schedule to join us in this very important event for the B.C. family literacy community.

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
Jean\FamilyLiteracyDay2000\ThankyoutoPresenters2.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
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Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Professor Clyde Hertzman
Department of Health Care & Epidemiology
Faculty of Medicine
University of British Columbia
5804 Fairview Avenue - Mather Building
Vancouver, B.C.
V6T 1Z3

Dear Dr. Hertzman:

I am writing to thank you for your contribution to our celebration of National Family Literacy Week in the Lower Mainland. Your workshop on Literacy and Early Brain Development at the Vancouver Public Library on Tuesday, January 25 contributed enormously to making Family Literacy Week a great success. The response from everyone who attended your workshop has been extremely positive. On behalf of Literacy BC and our partners, our sincere thank you for your time and generosity.

I have enclosed a summary of the events and activities held during Family Literacy Week in B.C., for your reference.

Again, Dr. Hertzman, thank you for delivering such an interesting and thought-provoking presentation, and I look forward to having you join us again for future family literacy events.

Sincerely,

Jean Rasmusssen
Projects Manager
Ltieracy BC
jean\FamilyLiteracyDay2000\thankyoutoHertzman.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm
Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Janice Douglas
Youth Services and Program Director
Vancouver Public Library
350 West Georgia Street
Vancouver, B.C
V6B 6B1

Dear Janice:

Following the success of the second annual Family Literacy Day in our province, I am writing to thank you for joining with Literacy BC as a partner for the Family Literacy Day 2000 "Breakfast of Champions" and other events held in the Lower Mainland during Family Literacy Week, January 24-29.

Without the support of you, our partners -- the Vancouver Public Library, the Vancouver School Board, the Vancouver-Richmond Health Board and Windows of Opportunity for Vancouver 's Children and Youth -- this important celebration of families and learning would not have been the huge success it was.

We were very proud to welcome more than 70 representatives from government, business, labour, schools, libraries, and other organizations with an interest in families who turned out to celebrate with us at the Breakfast and attend other events in the Lower Mainland. The Breakfast, workshops, presentations and events throughout the week at the library, school board and other locations to promote families and learning were very well-received by the literacy community. It could not have been done without your involvement and support.

Again, thank you for joining with us to create a very successful partnership. We look forward to working together again in the future.

And congratulations!

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
jean\FamilyLiteracyDay2000\ThankyoutoBreakfastpartnersandsponsors.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm
Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Dear Colleague:

I am writing to inform you of the success of the second annual National Family Literacy Day, celebrated in B.C. on January 27.

As you know, Family Literacy Day is sponsored by Honda Canada to celebrate the many successes of family literacy programs in B.C. and promote awareness of the value of family literacy. Along with our partners, Literacy BC hosted the Family Literacy Day 2000 "Breakfast of Champions" at the Vancouver Public Library. We were pleased to welcome more than 70 representatives from government, business, labour, schools, libraries, and other organizations with an interest in families who came to the Breakfast and who attended other events in the Lower Mainland throughout the week.

It is because of partnerships such as ours with Honda Canada that we are able to make a difference. On behalf of family literacy programs and services in B.C., we thank you for your continued support and for the role you play in this nation-wide advocacy campaign.

Enclosed for your information is a summary of the events and activities that marked Family Literacy Day/Week in B.C.

We look forward to an ongoing partnership with Honda Canada dealers across B.C.

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC

jean\FamilyLiteracyDay2000\thankyoutoHondaDealersgeneric.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Nicky Shaw
Starbucks Coffee Company
101 -- 4191 Hastings Street
Burnaby, B.C.
V5C 2J3

Dear Nicky:

I am writing to thank you for the important role the Starbucks Coffee Company played in contributing to the events held in the Lower Mainland during Family Literacy Week this year, January 24-29. I especially want to thank you for taking time to attend the kick-off celebration "Breakfast of Champions" at the Vancouver Public Library on January 27, and for making sure everything went smoothly for us all.

Your generous donation of refreshments for the Breakfast contributed enormously to making the event a great success. The response from everyone in the B.C. literacy community who attended the event has been extremely positive. On behalf of all of us, our sincere thank you for your time and generosity.

I would also like to thank you for Starbucks' donation of refreshment to the other events held throughout the week at the Library. We were delighted to have Starbucks as a partner again this year. Your ongoing support for family literacy development and the work of Literacy BC in general is extremely valuable to us.

With the success of the second Family Literacy Day behind us, I know you share our enthusiasm for continuing to build and promote family literacy programs and services in B.C.

Again, thank you for your continued support and generosity.

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
word\jean\FamilyLiteracyDay2000\ThankyoutoStarbucks.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

LiteracyBC

February 10, 2000

Dear Colleague:

As you know, we recently celebrated the second annual Family Literacy Day in our province. I am writing to thank you for attending the **Family Literacy Day 2000 "Breakfast of Champions"** held at the Vancouver Public Library on the morning of January 27.

This kick-off event was a great success. We were very proud to be able to join our partners -- the Vancouver Public Library, the Vancouver School Board, and Windows of Opportunity for Vancouver's Children and Youth -- in welcoming more than 70 representatives from government, business, labour, schools, libraries, and other organizations with an interest in families who turned out to help us celebrate this special week of family literacy events.

We are pleased to announce that the breakfast celebration will be repeated again next year for Family Literacy Day 2001.

Again, thank you for coming and for helping to make the day -- and the week -- a great success. See you next year at Family Literacy Day 2001!

Sincerely,

Jean Rasmussen
Projects Manager
Literacy BC
word\jean\FamilyLiteracyDay2000\ThankyoutoBreakfastparticipants.doc

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
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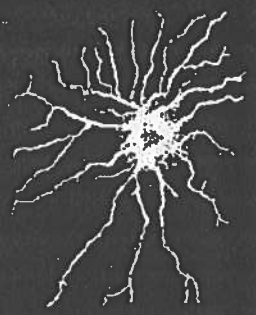
Federal Charities Number: 12846-0334-RR0001

NEW TOOLS • NEW DIAGNOSTICS • NEW THERAPEUTICS

BRAIN
Research Centre

- Stroke
- Multiple Sclerosis
- Schizophrenia
- Mood Disorders
- Neurotrauma
- Vision Disorders
- Alzheimer's Disease
- Parkinson's Disease
- ALS

Brainstorming
for the 21st Century



Brain diseases are a vast medical problem. In Canada alone, it is estimated that more than 4 million people – one in every seven – are affected, at a cost of over $30 billion annually. As our population ages, we can foresee substantial increases in the incidence of stroke, Alzheimer's disease, Parkinson's disease, and disorders of vision such as macular degeneration and glaucoma. By 2020, we expect diseases of the brain to surpass heart disease and cancer as the leading causes of death and disability in Canada.

The Brain Research Centre, an innovative partnership between **The University of British Columbia** (UBC) and its affiliated teaching hospital, **Vancouver Hospital & Health Sciences Centre**, is dedicated to advancing our knowledge of the human brain, to promoting research into its diseases, and to developing new diagnostics and new therapeutics.

The Brain Research Centre comprises over 130 faculty members from more than twenty departments. They bring wide-ranging expertise in the neurosciences, extending from the test tube, to the bedside, to industrial spin-off companies. Based on its recent success in attracting government funding, the Centre is now in the process of setting up a world-class research facility, to be headquartered at the UBC Hospital. Under its broad umbrella, people, technology, and resources will come together to chart the course of neuroscience research for the 21st Century. The Centre will house over twenty laboratories, together with major core facilities which will be shared among the various disciplines. It will operate as a hub-and-spoke facility, with teams of neuroscientists located both within the Centre itself and at other locations in Vancouver and beyond.

We are at a critical moment in our understanding of the brain. The closing years of the 20th Century have seen an explosion in our knowledge of brain function and structure, to the extent that perhaps 90% of what we currently know about the brain has been discovered in the last decade. Yet there is an enormous need for further advances to meet the needs of population health. The Brain Research Centre is poised to tip the balance in favor of dramatic improvements in the health and well-being of people in British Columbia, in Canada, and around the world.

RESEARCH PROGRAMS

The framework of the Brain Research Centre is built around several major areas of emphasis in the realm of brain diseases. These areas include Stroke, Schizophrenia, Mood Disorders, Neurotrauma, Multiple Sclerosis, diseases of Vision, and Neurodegenerative Disorders (Alzheimer's disease, Parkinson's disease, and amyotrophic lateral sclerosis). The Centre's membership includes world-class research groups working in these areas, and the Centre is committed to strengthening and enhancing these programs by adding personnel, technology, and resources.

continued . . .

www.brain.ubc.ca

BRAIN GENOMICS

BRAIN IMAGING

THE LEARNING BRAIN

THE AGING BRAIN

CLINICAL TRIALS

. . . *continued*

TECHNOLOGY THEMES: Genomics and Imaging

It appears that nearly half of all human genes are expressed ("turned on") selectively within the brain. Researchers in **Brain Genomics** will determine which genes are expressed in normal cells as compared with cells that are involved in brain diseases. They will investigate the processes by which brain cells regenerate and degenerate, age, and modify their connections with other cells. A major strength of the Genomics theme will be **gene therapy**: gene delivery systems will enable us to manipulate the level of activity of individual genes within cells of the brain, so that repairs can be made at the genetic level.

Brain Imaging facilities will permit visualization of chemistry, activity, and the presence of specific molecules within the working brain, using state-of-the-art tools such as functional Magnetic Resonance Imaging (fMRI), Positron Emission Tomography (PET), and confocal microscopy. An Image Understanding Unit will process, analyze, and correlate brain imaging data gathered using these tools. New methods of analysis and display will be developed in partnership with computer scientists.

CONCEPTUAL PROGRAMS

Two additional programs, which cut across the boundaries of the above themes and programs, are **"The Learning Brain"** and **"The Aging Brain"**

By understanding how the brain changes as we learn, Centre scientists studying The Learning Brain seek to enhance the learning capabilities of children with various types of learning disabilities, and to improve the capacity for recovery from damage after traumatic injury, whether such injury occurs in childhood or adulthood. This understanding may also lead to the development of new technologies to improve memory and learning even in "normal" people.

Age-related decline in cognitive function is widespread among older people. Centre scientists studying The Aging Brain work together with researchers in other programs to devise strategies for reducing cognitive loss in the elderly, for enhancing learning capabilities and increasing brain plasticity, and for slowing down, preventing, or reversing neurodegeneration.

CLINICAL TRIALS

A crucial requirement is that discoveries from the laboratory be applied to the patient as soon as possible. The Clinical Trials Facility will be devoted to coordinating efforts to reach this goal. The Brain Research Centre will develop common standards to enable clinical investigators to share data efficiently. A Neurogenetics clinic will allow identification of those patients who will benefit most from particular medical approaches to a disease. The Centre will provide expertise in statistics, data analysis, and experimental design. Partnerships with both large and small pharmaceutical firms and biotechnology companies will provide a rapid and direct path for the translation of potential therapeutics into improvements in patient care.

2211 WESBROOK MALL
VANCOUVER, BC CANADA
V6T 2B5
www.brain.ubc.ca

BRAIN
Research Centre

Vancouver Hospital & Health Sciences Centre
and The University of British Columbia

For further information,
contact the Director,
Dr. Max Cynader
<info@brain.ubc.ca>

Appendix 2

LORD SELKIRK ELEMENTARY SCHOOL

1750 East 22nd Avenue, Vancouver, B.C. V5N 2P7
Main: (604) 713-4650 • Fax: (604) 713-4657 • Annex: (604) 713-4735 • Fax: (604) 713-4737

October 6, 1999

Literacy B.C.
Suite 601 - 510 West Hastings
Vancouver, V6B 1L8

Attn: Jean Rasmussen
Literacy Project Coordinator

Dear Jean,

Further to our meeting on September 15, 1999 and our subsequent telephone call, I would like to confirm that we are ready to begin the "Bears for literacy " program in Vancouver Inner City Schools.

I agree with you that this project should be done in 2 parts: the initial pilot project and then the expansion of the "bear project" to coincide with Family Literacy Day in January.

Regarding the initial pilot project, I have commitment from 10 Inner City schools that are very excited about participating. We can begin as soon as you are able to secure 10 Spinoza bears for our use. The project teachers in each of the 10 pilot schools will work in their own particular school community to use Spinoza to develop connections between school and parents. I have emphasized with the participants that we will expect feedback from them about the literacy connections they were able to make with the use of Spinoza. The 10 schools prepared to begin this project are:

Lord Selkirk ✓	Macdonald	Queen Alexandra
Mt. Pleasant ✓	Strathcona ✓	Seymour
✓Grandview	✓ Nightingale	Queen Victoria
Carleton		

For the second part of this project, I am asking that additional bears be given - 1 for each Kindergarten and Grade 1 class in each of these 10 pilot schools. It would be great if approximately 50 additional bears could be presented to the schools in conjunction with Family Literacy Day, either as part of the Vancouver Public Library's plans for the day or in another way that you think is suitable.

Thank you very much for your consideration. I look forward to hearing from you.

Sincerely,

Liz Kloepper

Liz Kloepper
Inner City Project Teacher
Lord Selkirk Elementary

cc Alva Jenson, Inner City ResourceTeacher

cc Tom Grant, Associate Superintendent
Sunrise Area

DIRECTORY OF VSB INNER CITY PROJECT SCHOOLS

Project Teachers
1999-2000

NAME	SCHOOL	PHONE	FAX
Mona Jamen	Britannia 1110 Cotton Drive, V5L 3T4	713-4497	713-4603
Sam Fillipoff	Grandview Elementary 2055 Woodland Dr. V5N 3L4	713-4663	713-4665
Norine Colvin	MacDonald Elementary 1950 East Hastings St. V5L 1T7	713-4696	713-4698
Connie T.B.A McGregor.	Mt. Pleasant 2300 Guelph St. V5T 3P1	713-4617	713-4627
Gail Marlow	Nightingale Elementary 2740 Guelph St. V4T 3P7	713-5920	713-5292
Gloria Poletti	Queen Alexandra 1300 E. Broadway, V5N 1V6	713-4599	713-4679
Grace Belgardt	Queen Alexandra 1300 E. Broadway V5N 1V6	713-4599	713-4679
Liz Kloepper	Lord Selkirk 1750 East 22nd Ave. V5N 2P7	713-4650	713-4643
Doug Masuhara	Seymour 1130 Keefer St. V6A 1Z3	713-4641	713-4643
Violet Uyeno	Strathcona 592 E. Pender St. V6A 1V5	713-4630	713-4633

LiteracyBC

November 5, 1999

Mr. George Jarvis,
International Ambassador - Spinoza
2678 Palmerston Avenue
West Vancouver, BC V7V 2W6

Debbie Butt
Manger, Media Relations
Vancouver Grizzlies
800 Griffiths Way
Vancouver, BC V6B 6G1

Dear George and Debbie,

Re: The Grizzlies Spinoza the Bear Project

It was wonderful speaking with both of you again. Your enthusiasm for developing a culture of literate, informed, and active participants/citizens in B.C, and your vision for the Grizzlies Foundation's participation in these activities are exemplary. Without the commitment of organizations such as yours, the family literacy field in British Columbia would be incomplete. The field is still talking about Spinoza, the wonder bear!

As for your request to contact Vancouver schools that have expressed an interest in "the bear" project, I attended a meeting with Liz Kloepper, Chair, the Vancouver School Boards' *Inner-City Schools Resource Teachers Committee,* at Lord Selkirk school. The purpose of meeting was:

- to explore potential partnerships
- to design a school-based program/focus group for the Grizzlies Spinoza the Bear project. (Please see attached letter from Liz outlining the project)
- to ascertain interest in Family Literacy Week 2000 initiatives begun by the Vancouver Public Library and Literacy BC

As you can see this is a two-part project - the initial pilot beginning as soon as they receive the bears, and the expansion of the Grizzlies Spinoza the Bear project to coincide with January 27, 2000, National Family Literacy Day.
As a result of this meeting we are getting a number of requests to assist other inner city schools in developing family literacy programs and services.
We look forward to the fruition of this exciting project and our future collaboration.

On behalf of the family literacy field in B.C we would like to express our gratitude for your generosity and thoughtfulness.

Sincerely,

Jean Rasmussen
Projects Coordinator

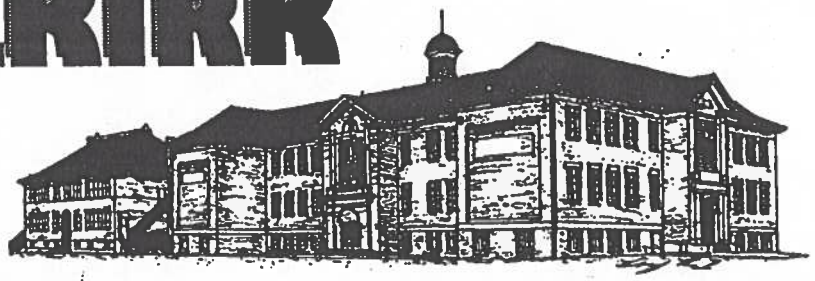
601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm
Federal Charities Number: 12846-0334-RR0001

LORD SELKIRK

Elementary School

1750 East 22nd Avenue
Vancouver, B.C. V5N 2P7

Main School: 713-4650 • Annex: 713-4735
FAX: (604) 713-4657 • (604) 713-4737



January 31/00

Dear Jean,

Thank you for all of your efforts to make the Read-Together Event such a great day for us all. We really had a very enjoyable time.

From all of us at Lord Selkirk - a big THANK You!!

Sincerely,

Liz Kloepper.

RECEIVED FEB 4 2000

Appendix 3

Wednesday, February 09, 2000 8:50:07 AM
Message

From: Leslie Kiehlbauch

Subject: Thank you

To: Jean Rasmussen

Jean:

It was wonderful to talk with you yesterday! Thank you for your advice -- I think it has already saved us time in the writing of our proposal. I think we will likely take your suggestion about offering the program (whatever form that may take) in more than one centre of the Okanagan. I have spoken with one possible presenter now, and your suggestion of an offer of $500/day also seems to be right on the money, although this person made it known that we would be getting a bargain! (I don't care -- it worked! So nice to be able to profit from the experience of others!)

I am working on a Letter of Support for you...will speak with others today about that.

Thanks again -- see you here in the OK sometime?
Leslie

Thursday, January 20, 2000 2:29:24 PM
Message

From: Diane Kirby

Subject: Stuff

To: Jean Rasmussen

Attachments:
FAMILY~1.DOC 16K
DOFAML~1.DOC 222K

Thanks so much for the talk today. I received the brain info and will pass it on to Helen and make sure that you are part of the conferrence planning process EVEN THOUGH I know you are already on the list and a most unsilent of partners.

You have done huge amounts for Family Literacy Day and I will be using this info to plan for next year as well. I get so powered up after I talk with you and would be very interested in being kept in the loop. It is hard for a small organization like PLV with no ongoing funding for Familty Literacy to do a good job in the Graeter Victoria area. I've sent out info to the 3 school districts, the Greater Victoria Public Library, Camosun, and issued press releases for the media. Bit by bit eh?

Could we get a reminder in Oct or Nov. to order materials or use this as the deadline for prep time. (I was off with a surgery recovery so my work on an event seems kind of lame since Christmas.)

I also think a couple of more extensive hand outs might be produced top tell orhanizations what they could do abut what each individual family could do to celebrate. I'm going to try to attach a file I created at the request of a teacher for home use. (I hope this works) The material you sent was great for schools and such. But let's make it more portable.

Thanks again, Jean. And remember to breathe.

Diane

Appendix 5

The children's budget: faith and disbelief

Will Ottawa come through with its promises to help families? Some parents have high expectations; others are cynical

ALANNA MITCHELL
The Globe and Mail; With a report from Sean Fine in Toronto
Friday, January 21, 2000

Calgary -- This is a reality check.

Last year, flush with a surplus, the federal government promised that the budget of 2000 would be a children's budget, replete with measures to ease the stress Canadian families struggle with. It would be, the talk went, the gift Canada would make to the children of the new millennium.

Because of that, The Globe and Mail's year-long Family Matters series has been tracking families in Calgary, Toronto and Montreal since September to help shed light on the zeitgeist of modern parenting and put a potentially groundbreaking budget into context.

The Globe uncovered an indictment of current family policies in Canada. Parents feel that at all levels of government, policy has failed to keep pace with the changing times.

Now, the fabled budget of 2000 is just weeks away as the House of Commons prepares for the winter session.

Some parents have extremely high expectations. Others are intensely cynical about whether the federal government has the will to act in its own sphere or the moral strength to negotiate anything with the powerful provinces.

So what can Canadian families expect to see in the budget for children?

There have been a few hints. The Speech from the Throne in October laid out a bold mission to make it easier for parents to take care of their children.

For one thing, the government pledged to lengthen the time parents can be off work with newborn children. Maternity and parental leave, for those who qualify under unemployment insurance, are expected to be increased to a maximum of a year from the current six months.

As well, Ottawa said it would use the tax system to help families and make its own workplaces, plus those of federally regulated employers, more friendly to parents.

Over time, the speech said, Ottawa would bestow more money on the nation's poor children through the National Child Benefit. And by December, it would set out a national action plan with details of even more support for families and young children.

Since that speech is written in the Prime Minister's Office, it is widely taken in policy circles as bearing the seal of Jean Chrétien himself.

Just to make his commitment even clearer, Mr. Chrétien gave a heartfelt lecture the day after the Throne Speech, laying his own reputation on the line over his children's agenda and reinforcing the idea that he would leave a policy legacy for the children of tomorrow.

Susan Boardman, who lives in Calgary's Chinook Park neighbourhood and has been part of Family Matters since the summer, does not believe him for a minute. How many times has the federal government made promises, only to renege on them later? she asks.

She points to the farm aid package announced last week that will benefit voters in Ontario and Quebec more than the desperate farmers of the Prairies.

And then there was this week's bailout of Canadian-based National Hockey League teams. "Am I expecting vision after that one?" she asks.

What she really wants -- although she doesn't believe it will emerge -- is for the government to tap the country's think tanks and put together a sound, long-range plan that would truly help families with children of all ages, from babyhood straight through to university.

She doesn't know how it would look because she doesn't have enough information. And she doesn't believe the federal government does, either.

"If I believed the government had truly looked into it, I would be prepared to believe what they'd come up with as a viable policy," she says. "But I don't trust them to do that."

Nancy Close, who has just been elected a public-school board trustee in Calgary and is another Family Matters participant, says she is heartened to see that the public discourse is finally moving toward putting value on children.

But she, too, has low expectations of the federal government. "They can say great things at that level, but how am I going to notice these differences, and how will my community?" she asks. "How will it be visible?"

She says that while it's clear that Canada needs strong leadership to press home the need to take children into account, most of the movement will come far from the political stratum.

"I don't think it's going to happen unless each of us as individuals says it should happen or makes it happen," Ms. Close says.

On the Toronto street near the Danforth where residents have been contributing to Family Matters, expectations are strong. High on the list of what they want from the federal budget is equity in the tax system for different types of families.

As it stands now, single-earner families are taxed at a higher rate than some dual-income families. The tax structure allows dual-income families to get a break on taxes for some child care.

Lelia MacDonald, a stay-at-home mother of a two-year-old boy, and her husband Chris Bradley, a lawyer, both would like to see an end to what they see as that flaw in the tax system.

They are hoping for tax credits for stay-at-home parents that would match those received by working parents.

"Without it, there is a bit of discrimination against stay-home parents versus working parents," Ms. MacDonald says. "That would be a nice thing to have in the budget."

Others want to see a daycare system that is better thought out, more secure and easier to plug into than the patchwork now in place.

"It's crazy the way it is now," says Karen Geraci, who works full-time in adult education.

Although Ms. Geraci and her husband, Marc Rumball, who works part-time, can meet most of the child-care needs of their two young daughters without daycare, they say they might have made different decisions if child care had been more easily affordable.

Yet others want broad-ranging community supports for child-rearing. Jacqui Strachan, a stay-at-home mother of two boys, would like to see a resource centre in every elementary school with programs for parents, caregivers and children.

Kathryn and Chris Jensen, a two-income couple, are hoping that the government will find a way to support libraries, drop-in centres and playgrounds with supervision.

And what of the experts in family policy who have spent years trying to persuade the government to fix what's wrong? They still hold out hope that the children's agenda will be a big part of the budget.

Robert Glossop, a sociologist with the Vanier Institute of the Family in Ottawa, says he is seeing some jockeying for position between those who would spend on programs and those who would cut taxes. But he points out that a combination of both would work for families.

His bottom line, though, is that the federal government has removed billions of dollars from the package of spending on families and children over the years. Critical among those cuts were changes to the tax system that stripped away the break parents received for dependent children.

To Mr. Glossop's mind, the tax system must again be modified so that it respects the fact that families with children cannot afford to pay the same taxes as families without. That is especially pressing in light of a report the Vanier Institute released last week noting that family income has dropped since Canada began its economic recovery in 1992.

To Judith Maxwell, president of Canadian Policy Research Networks in Ottawa, the puzzle is whether the expected budget measures will mark the end of the focus on families.

"I think a real question is whether this is seen as the beginning of a significant shift in political priorities, or whether this is it," she says. "How much political capital is the federal government going to commit?"

THE PM'S PROMISES

From a speech by Jean Chrétien after the Speech from the Throne in October:

We have made progress. We can and must do more.

Our plan for the next two to five years is comprehensive:

1. Increased maternity and parental leave benefits.
2. A federal-provincial agreement on more supports for early childhood development.
3. More after-tax money in the hands of families.
4. More family-friendly workplaces.
5. Modernization of family law.
6. A third significant investment in the National Child Benefit [for lower-income families].
7. Strengthened learning opportunities through an expanded School Net.

. . . Together with the provinces, we have begun to put in place the National Children's Agenda to improve supports for families and children. I believe this work has to be accelerated. So do provincial premiers. We must move as quickly as possible from talk to action.

Appendix 6

Application for Funds

East West Kootenay Alliance for Family Literacy

Name of Applicant and Contact Persons:
East West Kootenay Alliance for Family Literacy

Leona Gadsby, Regional Literacy Coordinator, East Kootenay
Box 580, Invermere, B.C. V0A 1K0

Jennifer Cliff-Marks, Regional Literacy Coordinator, West Kootenay
Box 923, Nakusp, B.C. V0G 1R0

Need for the Activity:

Communities in the East and West Kootenays of British Columbia have formed networks to deliver family literacy programs. The final stage of an alliance between the networks in the two regions requires a meeting and facilitator to finalize the mission statement, scope of the alliance and operating principles.

Advisory committees have been formed in each major community of the two regions; planning for family literacy projects and pilot projects have taken place. The advisory committees see the benefit of the collaborative effort to develop programs and ensure that limited resources are used wisely within the regions. There would be further benefit in the two regions working together to share resources, ideas, and work. The will and intent to form an alliance exists, indeed, it is already in place informally. A meeting of all the family literacy coordinators representing the whole of both regions and their respective advisory committees would enable us to cement the alliance. This alliance will especially helpful when approaching funders such as the Columbia Basin Trust.

The regional literacy coordinators who have facilitated the networking process to date are unfamiliar with the formative processes for establishing the alliance. They are also integrally involved in literacy development and delivery within their regions. It is, therefore, essential to have an objective and knowledgeable facilitator to assist and lead the discussion.

Objectives:

- To determine the scope and mission statement of the alliance
- To establish the philosophy upon which the alliance will operate
- To establish the operating structure and principles

Description of Activity

The East-West meeting, including the community of Valemount, will occur on January 14, 15 and 16, 2000 in Creston B.C. All of the participants will stay at the Downtowner which is also where the meeting will be held. There will be 20 participants from both regions.

Schedule:

Friday, January 14 12:00 - 5:00
Discussion led by Gavin Perryman - purpose of alliance, what has already occurred, what we like about how the network works now, what needs to change, beginning discussion about philosophy and mission statement

Saturday, January 15, 9:00 - 4:00
Discussion led by Gavin - development of mission statement, guidelines about the operating principles, decision making structure of alliance

Sunday, January 16, 9:00 - 12:00
Buffet breakfast meeting - family literacy coordinators share information about what is happening in each of their communities

Budget:

Facilitator's fee	$1500
+ 7% GST	$ 105
Travel for Facilitator	$ 400
Accommodation for Facilitator	$ 100
Travel for Participants (20 People from across both regions)	$ 500
Accommodation for Participants	$ 500
Meals (for 21 people, two breakfasts, two suppers and two lunches)	$1638
Meeting Room Rental	$ 300
Total Cost	**$5043**

All participants will donate their time to attend this meeting.

LiteracyBC

January 13, 2000

Leona Gadsby
P.O. Box 580
Invermere, B.C.
V0A 1K0

Dear Leona,

Further to your request for support for your January 14 - 16 East/West Kootenay Alliance for Family Literacy meeting, enclosed is a cheque for $3,038. This allocation is to cover travel, accommodation and meal expenses for the participants.

Following your meeting, please provide us with a written report and financial report including all receipts.

This is a very exciting initiative you and Jennifer are undertaking. Best of luck with developing your plans for the future.

Yours truly,

Jean Rasmusen
Projects Coordinator

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm
Federal Charities Number: 13846 0334 RR0001

Final Report for Columbia Basin Alliance for Literacy Meeting January 14 and 15, 2000

History:

Three years ago, literacy practitioners and community members decided to implement family literacy programs in the East and West Kootenays. Since funding for literacy/fundamental programs has always been limited, there was some concern about sustaining more literacy delivery. It was decided that the best chance for maintaining programming lay with involving communities as much as possible. Under the leadership of the Regional Literacy Coordinators, advisory committees were formed in each of the major communities, planning and implementation times varied from region to region, but by 1999, all of the communities were running family literacy programs. The advisory committees pull people from the communities together to decide about what is needed in terms of programming and to assist in finding the funding to maintain the programs. Each advisory committee hires a coordinator and the advisory committees have a regional network through the coordinators.

Early in 1999, the East Kootenay family literacy coordinators met with those in the West Kootenays and formed a loose alliance between the two regions. The East Kootenay Region contains the headwaters of the Columbia River. The river runs north to Valemount and then turns and goes south through the West Kootenay and into the United States. Some years ago, the government of B.C. sold water rights for the river to the U.S. and built dams on the river. The selling of the river was not a politically popular decision. The B.C. government gave several million dollars in a trust to the people of the communities affected by the river. The Columbia Basin Trust is now an organization which invests the trust money and is now able to spend the interest on programs as directed by the people of the Basin (the communities of the river basin).

The CBT is still in the process of evolving. However, it will soon be able to give out money for social sector programs. The literacy programs of the Columbia Basin see that there may be a good opportunity to seek funding through the CBT. The best way to do this appears to be as an alliance. The CBT looks most favourably on funding that applies to the whole basin.

Since networks in the East and West Kootenay were already well-established and a loose alliance had already been formed, the next step needed to be the formalization of the alliance and the inclusion of Valemount and Revelstoke which are basin communities but are not part of the Kootenay regions.

The Alliance Meeting:

The Regional Literacy Coordinators of the East and West Kootenays had been talking with Gavin Parryman over a period of about a year and a half. Gavin is a process

consultant and has had some contact with the CBT. The coordinators invited him to assist in the formalization of the alliance.

He met with 17 adult and family literacy practitioners on January 14 and 15 in Creston. All the participants and Gavin stayed at The Downtowner Motel which turned out to be a perfect venue for the discussions. The meeting took place from 1:00 - 5:00 on Friday and from 9:00 until 4:00 on Saturday. Those participants who could not drive home on Saturday continued to meet until 6:00 to discuss a possible upcoming proposal to the CBT.

Participants decided that they wished to form an alliance for literacy programs in general and not just family literacy. In that way, the community advisory committees could look at a range of literacy programs and could apply for funding for those as the opportunity arises.

All of the participants were very happy with the results of the two days. Gavin is a gifted facilitator and was able to bring out the needs of all the participants, reflect on what everyone had to say, and give advice as needed. Rather than feeling drained after two days, everyone felt energized, renewed, and able to see a future. People gained a greater understanding of community development and the embedding of literacy programs and felt more empowered to develop and facilitate their advisory committees.

Enclosed are some of the results of the Alliance Meeting.

Thank you for providing us with the funds to make the alliance meeting occur. The communities involved are isolated and it is always expensive to bring everyone together. We believe that we have a far better chance to secure funding through the Trust as a result of forming the alliance and practitioners feel less isolated, more unified and part of a greater purpose.

Leona Gadsby
Jennifer Cliff-Marks

Columbia Basin Alliance for Literacy **Draft**

History

Individual literacy programs existed in the East and West Kootenays, Valemount, and Revelstoke each having its own history and structure.

Regional literacy coordination was implemented in 1994 through an adult literacy cost-shared project with Literacy BC. Regional literacy coordination was an attempt to bring together and support literacy programs in nine regions of the province. In 1997 the National Literacy Secretariat and the Ministry of Advanced Education, Training and Technology offered special project funding for family literacy. The East Kootenays applied for and received funds to plan family literacy programs in five communities. The West Kootenays did likewise in 1998 for six communities

The regional literacy coordinators from the East and West Kootenays shared funding to support a joint regional professional development event in January 1999. The networking was beneficial to all involved, and an alliance was formed between the two regions.

Columbia Basin Trust presented a unique opportunity for funding for literacy groups in the Basin, so the group researched avenues to apply for CBT funding. The regional literacy coordinators made a presentation to the CBT Board of Directors in December 1999. The RLC's were invited to make a follow-up presentation to the CBT Education Sector Spending Committee who had proposed to fund barriers to participation in family literacy programs. Guidelines were developed by this sector to give preference to a basin-wide alliance of family literacy programs. Valemount and Revelstoke were invited to join the alliance. A Basin wide meeting of literacy (mainly family literacy) practitioners met in January 2000 to discuss the possibility of forming an alliance.

Mandate

In the spirit of commitment to community literacy needs, the Alliance provides a leadership role in strengthening and creating literacy programs, partnerships and profiles across the Columbia Basin.

Principles

We believe in:

- Providing the opportunity for all community members to be included.
- Being proactively responsive to local needs.
- Networking and cooperating with interested individuals, groups and programs.
- Fostering and building partnerships that support literacy.
- Fostering a supportive and creative atmosphere throughout the Alliance.
- Maintaining a flat organizational structure.

- Increasing the profile of literacy across the Basin through a unified voice.
- Incorporating an inclusive understanding of literacy, including family literacy, adult literacy, and workplace literacy.
- Using literacy as part of community capacity building, building on community strengths.
- Maintaining a learner focused approach (good outcomes for learners as judged by learners) in the planning, delivery and evaluating of the programs.

Vision

The Columbia Basin Alliance for Literacy is an alliance of communities dedicated to literacy in the Columbia Basin. Our vision is to promote, develop, and enhance literacy through fully accessible programs and services.

Our goals are

- To combine various community strengths for the promotion of improved literacy
- To create public awareness that literacy is an essential part of the quality of life of all citizens in all communities
- To build recognition of the dynamic and crucial service in our communities
- To reach out to the less visible, more isolated people in our communities.
- To build ongoing funding for literacy across the Basin - ton consider a foundation for literacy
- To provide a model of community based literacy delivery within a regional alliance.

Building Community Capacity

The Columbia Basin Alliance for Literacy builds each community's capacity for literacy development through its advisory committees.

The Advisory Committees are:
Inclusive; not just open, but actively encouraging participation from any person or group with literacy needs or interests.

The Role of the Advisory Committee is:

- Constantly identify, evaluate, assess, reassess the literacy need of the community.
- Develop a plan; thinking big regardless of funding realities.
- Implement the plan through diverse delivery options.
- Initiate new programs responding to changing needs, ensuring programs have a home.
- Assisting existing programs

Structure

The Columbia Basin Alliance for Literacy is made up of advisory committees from 14 communities in the Columbia Basin. Each community has an advisory committee that represents stakeholders and meets community literacy needs.

Administration will be done by the Cranbrook Boys and Girls Club and Project Literacy West Kootenay.

Communication will be done primarily by First Class.
Advisory committee meetings will be held in each community.
Quarterly regional meetings will be held.
One annual meeting of the Alliance will be held.

Appendix 7

Extra

Literacy for all

"Thousands of British Columbian adults can't read well enough to tell their children a bedtime story. This is a challenge to everyone," Jean Rasmussen, B.C.'s family literacy coordinator, says of **Family Literacy Week**, a national awareness effort starting Monday. Literacy BC, the Vancouver Public Library and Vancouver School Board mark the week with activities ranging from free workshops to school read-alongs sponsored by Honda Canada, ABC Canada Literacy Foundation, Starbucks and the Vancouver Grizzlies foundation to getting B.C.'s premier and mayors to declare Jan. 27 Family Literacy Day 2000.

More than 60 people have already registered for Tuesday's workshop, *Literacy and Early Brain Development*, with Clyde Hertzman, an "eminent" researcher in early brain development and literacy who is a professor of health care and epidemiology at UBC's faculty of medicine and associate director of the Canadian Institute of Advanced Research, Population Health Program, and Mary Gordon, administrator of parenting and family literacy programs with the Toronto District School Board and a "pioneer" in the field.

"If a child is supported in a loving family that reads together this has physiological effects on the development of the child at an early age," says Rasmussen. "Hertzman is able to tell the brain story in a way lay people understand, and Mary is able to take that brain story and put it in humanitarian terms." *See this week's Forums listing on page 26.*

LETTER OF THE DAY

Early prevention is the key to literacy problems

Our volunteers are receiving more and more calls from anxious adults with poor literacy skills. Those with signs of dyslexia are experiencing barriers to upgrading their education because they cannot read well. Most cannot afford the expensive testing to identify their specific problems; nor can they afford the tutoring they require to become more fluent in reading so they may go forward in their careers.

One key to many of our adult literacy problems is prevention. There are now very effective screening tests for five- and six-year-olds that predict poor reading skills. The myth that we must wait until a child is in Grade 3 to diagnose a reading disability must be dispelled.

We also know the most effective way to teach reading is in a very structured, sequential way that includes direct teaching of sound-symbol relationships. Not the phonics of old, but engaging methods using all the pathways of learning at the same time. The expertise of the teacher is crucial.

Kudos to Literacy B.C., for focussing this week, Family Literacy Week, on what science now knows about brain development in relation to language acquisition. With proper early instruction, the devastating effects of dyslexia can be prevented and more of our children will become successful readers and happier youths and adults.

The reading failure rate accepted by our ministry of education would not be accepted in industry.

B.C. business, education and society will truly be moving forward toward the knowledge economy of the future when our teachers have the job skills and accountability to effectively teach our children how to read.

FRAN THOMPSON
President
The International
Dyslexia Association
B.C. Branch

Appendix 8

Vancouver School Board
School District No. 39 (Vancouver)
DISTRICT LEARNING SERVICES
1580 West Broadway
Vancouver, B.C. V6J 5K8
Telephone: (604) 713-5000
Fax: (604) 713-5244

Dear Jean,

I am writing on behalf of the Vancouver School Board to thank you for all the work you did to promote Family Literacy last week. Our partnership with you at Literacy B.C.and the Vancouver Public Library worked well. This support and collaboration made it possible to do a wide variety of events to support families, teachers, community workers and students in focusing on the importance of early literacy.

I hope we can continue this partnership into 2000-2001.This letter is to indicate our support for your initiative seeking funding for Family Literacy Development. Many schools are hearing about Family Literacy due to the recent wide coverage and excellent presentations and are wanting to have information and support on how to work with families. Over fifty of your packages were given out to interested Vancouver teachers at a Literacy Day in service last week.

As you know, our second READ-TOGETHER day in co-operation with the VPL and Literacy BC on Saturday, January 29, 2000, was attended by three hundred of our inner city parents and children. One mother clutched a Tagalog Book to her chest...the first book she had seen in her language. The VPL librarians facilitated her getting a card and checking out several books in her first language. Another mother asked for a schedule for the library. She promised to take her family back again (five children under nine) to get more books and use the computers. She had no idea before this visit of the wonderful FREE services that our public libraries provide.

There has been great interest in the Toronto and District "Parenting and Literacy" Centres presented by Mary Gordon.They are a great model of family support, early prevention and intervention. We look forward to working with you to explore some pilots in our Inner City Schools. Parent/Community Involvement and Early Literacy are mandates of all our inner city schools.

The Family Literacy Project through the use of the Spinoza Bears has created a lot of action. How about a few " Teddy (Grizzly) Bear Picnics" similar to ones you helped organize for parents and children in Toronto?

Congratulations on an excellent week.

I am looking forward to further collaboration in 2000-2001. Together we are better.

Sincerely,

Alva Jenson, Inner City Consultant

Learning Disabilities Association of
British Columbia - Vancouver Chapter

SANDRA GEBHARDT
Director of Operations

3rd Flr., 210 W. Broadway
Vancouver, B.C. V5Y 3W2

Tel: (604) 873-8139
Fax: (604) 873-8140
Email: LDA_Van@bc.sympatico.ca

Member of the Learning Disabilities Association of Canada

Jean,

Congratulations on your Literacy Week activities. Great to see so many "important" people out.

Take care of yourself — I am sure our paths will cross again soon

Sandra.

RECEIVED FEB - 4 2000

Dear Jean -

A personal "Thank-You" for the outstanding work you did for Family Literacy Week. It was a very exciting and encouraging week. Loved working with you. The partnership we have formed is very much valued. Would it help to have a formal thank you with a copy to your executive director. Please advise. See you soon for debrief. Thanks for everything — Glen

Jean,

You did an amazing job of pulling off a highly successful series of events.

Please give yourself permission to slow down and treat yourself a bit.

Your organization skills and political savvy are outstanding - I would say at hand. I'm somewhat of you.

Thank you for all your organization and care around my piece of the week.

The book you gave me on Sat. is a gem, thank you.

I'm off to Nova Scotia today.

Hugs, Mary

Appendix 9

LiteracyBC

November 17, 1999

Dear Colleague:

The B.C. Family Literacy Development Project Needs Your Help!

We are in the process of constructing the B.C Family Literacy Directory on NALD, the National Adult Literacy Database. The B.C. Directory will be part of a national directory of family literacy programs and services.

Enclosed with this letter is a 9-page questionnaire, developed by Adele Thomas, Sharon Skage and NALD, which will be posted on line in the National Family Literacy Directory site. Each province and territory has an information manager whose job it is to make sure the information listed is accurate and current - Jean Rasmussen is the B.C. manager.

We want to make sure that we have the most up-to-date information about your program or service. To assist us, we are asking you to fill out this questionnaire and return it to us by **December 17, 1999.**

There are now approximately 70 family literacy programs/services /projects active in our province. The information you provide in this questionnaire will be a huge help to us in the task of accurately reflecting the developments in this growing field. Any feedback you give will be enormously helpful. Thank you in advance!

Sincerely,

Jean Rasmussen
Projects Manager

601-510 West Hastings Street, Vancouver BC V6B 1L8 Telephone: (604) **684-0624** Facsimile: (604) **684-8520**
Toll free in BC: **1-800-663-1293** e-mail: literacy_bc@douglas.bc.ca Internet: www.nald.ca/lbc.htm

Federal Charities Number: 12846-0334-RR0001

CENTRAL OKANAGAN CHILD AND FAMILY RESOURCES SOCIETY
#380-1855 Kirschner Road Kelowna, B.C. V1Y 4N7
Telephone: (250) 763-0456 Fax: (250) 763-4910

FACSIMILE TRANSMISSION

DATE: Dec. 15/99

PLEASE TRANSMIT TO: Jean Rasmussen

FACSIMILE NUMBER: (604) 684-8520

FROM: Cheryl Farmer - Kelowna

REMARKS Hi Jean. Here is my copy of the survey
I really enjoyed the fund raising workshop + meeting Judi Nancy + I are going to meet in January to talk about a regional approach.

Have a good holiday!

IMPORTANT - CONFIDENTIAL INFORMATION

This message is intended only for the use of the individual or entity to whom it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. Any other distribution, copying or disclosure is strictly prohibited. If you have received this message in error, please notify us immediately by telephone and return the original transmission to us by mail without making a copy.

We are transmitting a total of 10 pages, including this cover letter.

IF YOU DO NOT RECEIVE ALL PAGES, PLEASE PHONE (250) 763-0456 AS SOON AS POSSIBLE.

Family Literacy Questionnaire

Organization Name: CENTRAL OKANAGAN CHILD + FAMILY RESOURCES

Project Name: COME + READ WITH US

Street Address, building or box number: 380 - 1855 KIRSCHNER ROAD

(include room and floor if necessary):

City: KELOWNA

Province: (as 2 letter code) BC

Postal Code: V1Y 4N7

Area code: 250

Phone Number: 763 - 0456

Extension:

Fax: 763 - 4910

Toll Free Number:

E-mail: clfarmer@childandfamily.bc.ca

Web site:

Contact Person 1

Salutation: (Mr. Dr. Ms etc) Ms

First name: CHERYL

Initials: A

Last Name: FARMER

Position Title: Project Facilitator

Contact Person 2

Salutation: (Mr. Dr. Ms etc) Ms

First name:

Initials:

Last Name:

LYNN | | MALYNSKY

Position Title:

COORDINATOR

Area code: | Phone Number: | Extension:

Contact Person 3

Salutation: (Mr. Dr. Ms etc)

First name: | Initials: | Last Name:

Position Title:

Area code: | Phone Number: | Extension:

How would you describe your organization?:

A multi service organization: (ie work Activity Program, health centre...)	✓ yes	○ no	○ n/a
An Adult High school	○ yes	○ no	◉ n/a
A community based adult literacy and/or upgrading program	○ yes	○ no	◉ n/a
A service to immigrants	○ yes	○ no	◉ n/a
Trade School	○ yes	○ no	◉ n/a
Community College	○ yes	○ no	◉ n/a
Workplace	○ yes	○ no	◉ n/a
Other, Please Specify	○ yes	○ no	◉ n/a

Receive Funding from:			
the federal government?	yes	no	n/a
the provincial government?	yes	no	n/a
local governments?	yes	no	n/a
unions?	yes	no	n/a
management or employer?	yes	no	n/a
a philanthropic organization?	yes	no	n/a
a corporate organization?	yes	no	n/a
a service organization?	yes	no	n/a
a charitable organization?	yes	no	n/a
student fees?	yes	no	n/a
membership fees?	yes	no	n/a
fees for service?	yes	no	n/a
Donations?	yes	no	n/a
Other?, Please Specify	yes	no	n/a

Partnerships of the Project:			
Federal Government Programs	yes	no	n/a
National Literacy Organization	yes	no	n/a
Provincial Literacy Associations	yes	no	n/a
Provincial Government/Support Services	yes	no	n/a
Provincial Colleges/Universities	yes	no	n/a
Health Organizations	yes	no	n/a
Libraries	yes	no	n/a
Schools/School Boards	yes	no	n/a
Foundations	yes	no	n/a
Aboriginal organizations	yes	no	n/a
Business sector	yes	no	n/a
Child/family support services	yes	no	n/a
Churches/religious organizations	yes	no	n/a
Cities/townships/municipalities	yes	no	n/a

Community literacy services	yes	no	n/a
Individual	yes	no	n/a
Other?, Please Specify	yes	no	n/a

School District is not an official partner but most of our programs are through the schools.

Goals of the Project:

To promote reading as a valued family activity that encourages positive interactions and shared learning experiences

yes no n/a

To enhance the ability of parents to support their children's language and literacy development from birth throughout the school years

yes no n/a

To provide pre-school children with developmentally appropriate learning opportunities that support "school readiness"

yes no n/a

To provide information and support for positive parental involvement in all aspects of their children's development and education

yes no n/a

To provide the opportunity for parents to pursue their own educational goals

yes no n/a

To promote collaborative school/community/agency/government efforts to support the inter-related needs of families family literacy settings.

yes no n/a

To provide training and/or consultation for practitioners who work in family literacy settings.

yes no n/a

To provide resources and materials that promote family literacy.

yes no n/a

Other?, Please Specify

yes no n/a

Categories of Project:

Intergenerational
Literacy instruction offered to both parent and child and both are seen to be the primary beneficiaries of the program.
Ex. Family Learning Program, ON: Parenting and Family Literacy Centres, ON: Families in Motion, BC

○ yes ✓ no ◉ n/a

Focus on Parent or Primary Care-giver.
Adults are the primary participants in training which includes ways in which parents may develop children's literacy at home. Children are assumed to receive indirect benefits. Childcare may be provided while caregivers attend sessions.

✓ yes ○ no ◉ n/a

Parent Involvement.
The focus is on increasing parental involvement in child literacy development through joint caregiver-child sessions which engage both caregiver and child in literacy-related activities.
Ex. Parent Child Mother Goose; Come Read With Me, SK

✓ yes ○ no ◉ n/a

Family Literacy Activity for the General Public
Focus on public awareness or informal participation for literacy enjoyment
Ex. Reading Circles; Library shared story time; Family literacy "tents"

✓ yes ○ no ◉ n/a

Projects for Family Literacy Resources
Materials, resources made available to support family literacy.
Ex. Books for Babies; Book Bags projects

○ yes ✓ no ◉ n/a

Family Literacy Practitioner Professional Development
Training/Resources. These activities are directed to practitioners either for preparing prospective practitioners or providing continuing education.
Ex. Come Read With Me Facilitator Training, SK

○ yes ✓ no ◉ n/a

Family Literacy Support Services
Support services to family literacy programs, such as transportation, childcare allowances, parent support, provided by agencies or organizations which do not offer family literacy services, as described in Categories 1-6.

○ yes ✓ no ◉ n/a

Setting of Project:

School Based	✓ yes	○ no	◉ n/a
Home Based	○ yes	✓ no	◉ n/a
Library	✓ yes	○ no	◉ n/a
Health Care Facility	✓ yes	○ no	◉ n/a
Community Centre	✓ yes	○ no	◉ n/a
Family Resource Programs	✓ yes	○ no	◉ n/a
Other?, Please Specify	○ yes	○ no	◉ n/a

Duration of Project:

0-6 week	✓ yes	○ no	◉ n/a
6-12 week	○ yes	✓ no	◉ n/a
3 -6 month	○ yes	✓ no	◉ n/a
6-12 month	○ yes	✓ no	◉ n/a
throughout the year	○ yes	✓ no	◉ n/a
summer	○ yes	✓ no	◉ n/a

How many students do you enroll per session? (Please check only one)

one to one tutoring	○ yes	○ no	◉ n/a
2 to 5	○ yes	○ no	◉ n/a
6 to 10	○ yes	○ no	◉ n/a
11 to 15	✓ yes	○ no	◉ n/a
16 to 20	○ yes	○ no	◉ n/a
more than 20	○ yes	○ no	◉ n/a

Is your program based upon another prototype model, or does it use elements from another model?

	✓ yes	○ no	◉ Partially

If No, go on to "Age of child" question.

Prototype Model:

Parent-Child Mother Goose	✓ yes	○ no	◉ n/a
Kenan Intergenerational Model (Even Start,			

	✓ yes	○ no	◉ n/a

If yes, please briefly describe the process

Schools help select the families for each intake

How would you describe your primary instructional method?

Group sessions (1-6)	○ yes	○ no	◉ n/a
Group sessions (6-12)	✓ yes	○ no	◉ n/a
Group sessions (over 12)	○ yes	○ no	◉ n/a
One to one tutoring	○ yes	○ no	◉ n/a

Does your program include evaluation of the :

instructors/tutors?	✓ yes	○ no	◉ n/a
learner's progress?	✓ yes	○ no	◉ n/a
the program?	✓ yes	○ no	◉ n/a
Other, Please Specify	○ yes	○ no	◉ n/a

Is there Student Follow-up after program completion	○ yes	✓ no	◉ n/a
If yes, is it			
phone interview	○ yes	○ no	◉ n/a
mail survey/questionnaire	○ yes	○ no	◉ n/a
Other, Please Specify	○ yes	○ no	◉ n/a

Project Description: